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# The culinary legacy passes on



**Steena Joy**  
Editor

editorial@worldofhospitality.in

In February, India's culinary world mourned the loss of Chef Imtiaz Qureshi, the iconic 'dum pukht' chef, Nawabi Lucknow's slow cooking style. Qureshi, who became the first practising member of his fraternity to be awarded the Padmashree, joined ITC Hotels in 1979 and the ingenuity of his Galouti Kebab made Bukhara a culinary brand. RIP Chef!

As a legend passed into another world, encouraging news poured in, proving that the mantle of Indian cuisine is in safe hands.

Students from Chennai's Amrita International Institute of Hotel Management representing South India Chef's Association, created history by bringing home India's first prestigious gold medals at IKA/Culinary Olympics 2024, the world's most prestigious culinary event, held in Germany recently. Kudos to the team! Students from this Institute are regular participants at our very own Incredible Chef Challenge, both in Mumbai and Bengaluru. We hope to see them again this year at our upcoming Bengaluru edition of WOHXpo in June 2024.

In our Cover Story, we feature the insights of leading chefs on the era of convenience foods and how striking a balance between convenience and nutritional quality is necessary to meet the discerning expectations of guests seeking authentic gastronomic experiences.

Fast but not furious, is the key.

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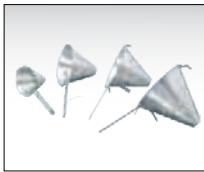


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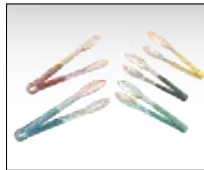
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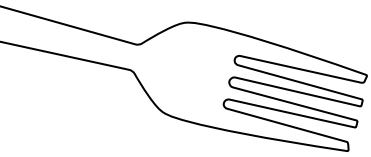
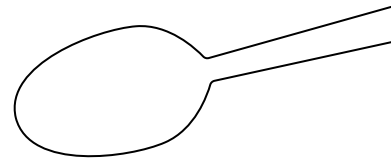
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# FUTURE OF FOOD



COMPANIES IN THE FOOD SERVICE SECTOR ARE CAPITALISING ON THE INCREASED PROFIT MARGINS FROM READY TO COOK (RTE) OR CONVENIENCE FOODS. TODAY, HOTEL KITCHENS AND RESTAURANTS ARE USING CURRIES, PASTES AND OTHER PRODUCTS FOR BETTER CUSTOMER ENGAGEMENT AND RETENTION AS THEY OFFER CONSISTENT QUALITY AND TASTE








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# Convenience foods: A culinary ally in the modern kitchen

Chef Nilesh Limaye | Director | Chef Culinaire - All Bout Cooking

AAHAR SPECIAL FUTURE OF FOOD

Convenience foods, true to their name, have revolutionised the culinary landscape by providing users with an efficient way to complete or enhance their dishes. Walking into vast warehouses, one can witness shelves stacked with an array of convenience foods, spanning categories like Ready to Eat, Easy to Cook, Microwavable, Rechauffe, Rechaud, and retort packaging. These products go beyond the basics, offering essential items such as ginger-garlic pastes, red chilli pastes, and an assortment of sauces. Statistics suggest that the Convenience Food Industry is going to touch \$800 billion by 2032 as per the Expert Market Research Summary. It is segmented into

meat, fish, poultry products, raw food, canned food, frozen, ready to eat, ready to cook.

Out of this, frozen foods are expected to account for a significant portion of the market share due to awareness about improved quality parameters.

**Why do we need these “Tear here to open” packets?** Picture a bustling banquet kitchen during a high-profile event, with guests immersed in conversations and servers delicately balancing trays amidst a lively atmosphere. The banquet kitchen being very busy with getting the menu spread ready.

Chaos intensifies when the realisation hits that crucial ingredients like coriander and mint

are not sufficient enough. In such a scenario, a resourceful chef relies on the convenience of ready-to-make chutney packets stocked in the kitchen pantry, swiftly turning a potential crisis into a culinary triumph.

Seldom we can reach out to our colleagues in the kitchens as everyone is so busy with their own sections and the workload. Here, convenience foods act as the unsung heroes, or "Friends of Chefs" (FoCs), in the kitchen inventory, always ready to step in when needed. In the fast-paced and demanding world of culinary arts, these products become indispensable tools

exploring distant lands through trade routes, embarking on pilgrimages, voyages, and even wars. As a fundamental necessity, food preservation techniques, such as drying and pickling, emerged. The evolution continued with the rise of the

ketchup industry in the United States, spreading globally alongside iconic sauces like Lea & Perrins Worcestershire sauce and Coleman's Mustard powder, which became synonymous with curry cuisine. The 80s and



**WHILE SOME CHEFS MAY STILL CONSIDER USING READY-MADE PRODUCTS A CULINARY SIN, THE REALITY IS THAT CONVENIENCE FOODS HAVE BECOME A POWERFUL FORCE IN THE FOOD INDUSTRY**

CHEF NILESH LIMAYE

for chefs aiming to deliver exceptional quality without compromising on efficiency.

The roots of convenience foods can be traced to ancient times when humans began





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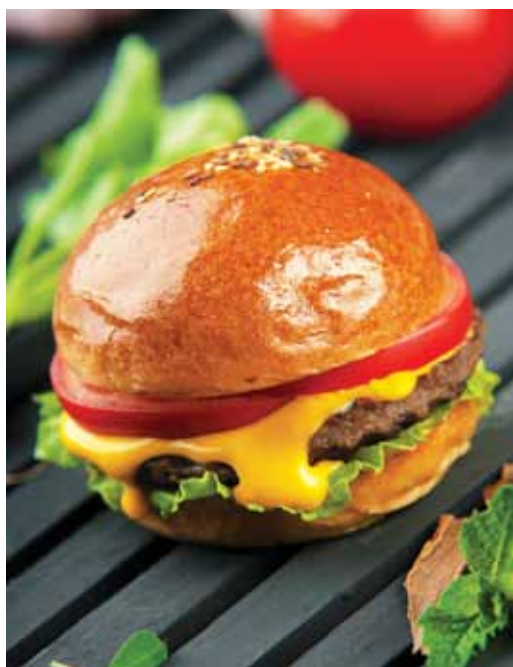
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90s witnessed a surge in demand for convenience products in the West, while India saw a gradual adoption in hotels and establishments offering continental cuisine. Jams, marmalades and other convenience items became prevalent in standard hotels, laying the groundwork for the B2B market's growth worldwide.

Despite the initial reluctance of international chefs and notably our Indian counterparts to embrace ready-made products, the fast-food industry, particularly in America, played a pivotal role in popularising convenience foods. The convenience of instantly

recognisable flavours, exemplified by ketchup and mustard, influenced the taste of iconic dishes like burgers. However, it took several decades for chefs to fully embrace these products.

In today's culinary landscape, convenience foods have become the go-to feature, fuelled by the growth of the American fast-food industry. From frozen biryanis to ready-made curries, these products cater to the demands of a fast-paced lifestyle, making them increasingly popular in app-based kitchen services and cloud kitchens.

While some chefs may still consider using ready-made products a culinary sin, the reality is



that convenience foods have become a powerful force in the food industry. The ability to source products from around the globe, prepared by third-party kitchens, showcases the incredible reach and efficiency of convenience foods, transforming dining experiences in unprecedented ways.

### An ally in the kitchen

In the contemporary hotel industry, a diverse pantry featuring various nutraceuticals emphasises the creation of exceptional dishes and expands the culinary landscape. Basic items like ginger paste and garlic paste not only alleviate the workload for chefs but also contribute to cost control and waste reduction.

Ready-to-eat curries and an array of sauces, syrups, chutneys, dips, marinations, and ground masala flavourings provide chefs with the flexibility to focus on the quality of the main dish while tailoring convenience foods to suit local tastes. Ultimately, it is the chef who crafts convenient recipes and orchestrates banquets, making convenience foods an invaluable ally in the modern culinary world.

Time saving is

one of the most important factors for the growth of convenience foods. The convenience food market has expanded to include a diverse range of options, catering to different dietary preferences, health-conscious choices, and culinary preferences from around the globe which help the chef top provide a large repertoire on the menu. Else having

highest standards of quality.

Convenience foods have become an indispensable part of our culinary journey, offering a bridge between our bustling lives and the desire for nourishing, delicious meals. Whether it's a quick lunch at the office, a family dinner on a busy weeknight, or a snack between engagements, convenience foods provide a welcome

By strategically incorporating these products into their operations, commercial kitchens can navigate the complexities of the culinary landscape

expertise at all levels may not be feasible at all.

In the world of commercial kitchens, convenience foods have evolved from being mere time-savers to integral components that contribute to efficiency, consistency and innovation.

By strategically incorporating these products into their operations, commercial kitchens can navigate the complexities of the culinary landscape, meeting the demands of customers while optimising resources and maintaining the

solution for those seeking quality without compromise in this fast-paced world.

Consider convenience foods as an embodiment of kitchen efficiency, allowing chefs to weave their culinary magic and craft unique creations by infusing their distinctive touch. ■





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# Chefs can use pre-prepared elements as building blocks

Chef Sudhir Pai | F&B Consultant - Pai & Associates

FUTURE OF FOOD

AAHAR SPECIAL

In the fast-paced world we live in today, convenience has become a key factor influencing our lifestyle choices, including the way we approach food. Convenience food, once synonymous with unhealthy and bland options, has undergone a significant transformation in India. As an experienced chef immersed in the rich tapestry of Indian cuisine, I find it intriguing to explore the evolution of convenience food in this diverse and culturally rich country.

While a commitment to using natural ingredients and creating dishes from scratch is admirable, it's essential to recognise the constraints and challenges that chefs and food service operations face.

Here are several reasons why many establishments, including restaurants, hotels, and catering services, find it necessary to incorporate convenience foods:

**Time efficiency**  
In high-demand kitchens, where

time is a precious commodity, convenience foods provide a practical solution. Pre-prepared items can significantly reduce cooking and preparation times, allowing chefs to meet customer expectations, especially during peak hours.

**Consistency**  
Convenience foods are designed to offer



**USING CONVENIENCE FOODS CAN BE A COST-EFFECTIVE SOLUTION, ESPECIALLY IN TERMS OF LABOUR**

**CHEF SUDHIR PAI**



a consistent taste and quality, ensuring that every dish served maintains a standard that customers come to expect. This can be challenging to achieve consistently with entirely from-scratch cooking,

particularly in large-scale operations.

**Labour costs**  
Using convenience foods can be a cost-effective solution, especially in terms of labour. Reducing the need for extensive prep work and

available even when fresh, seasonal produce might be scarce.

**Menu diversity**  
Incorporating convenience foods allows for a broader menu selection. Chefs can experiment with a variety of cuisines and offer diverse dishes that may not be feasible to prepare entirely from scratch without significantly expanding kitchen staff and resources.

**Reducing waste**  
Pre-portioned and pre-packaged convenience items can help reduce food waste. By using only what is needed, kitchens can

intricate cooking processes can help manage labour costs, allowing kitchens to operate efficiently.

**Seasonal availability**  
Natural and traditional ingredients may have seasonal limitations. Convenience foods provide a way to access certain ingredients year-round, ensuring menu items remain

manage inventory more efficiently, minimising both waste and associated costs.





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**Culinary innovation**  
Convenience foods also open up avenues for culinary innovation. Chefs can use pre-

prepared elements as building blocks, combining them with fresh, high-quality ingredients to create unique and memorable dishes.



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**Adaptation to dietary preferences**

With the rising demand for specialised diets and preferences, such as vegetarian, vegan, or gluten-free options, convenience foods provide a practical way to cater to diverse dietary needs without compromising on taste and quality.

In summary, the use of convenience foods is a practical necessity for many food service operations. It's about finding a balance between efficiency, consistency, and the desire to maintain high culinary standards. Chefs often employ a hybrid approach, combining the convenience of certain pre-prepared elements with the use of fresh, natural, and traditional ingredients to create a culinary experience that satisfies both operational demands and customer expectations. ■







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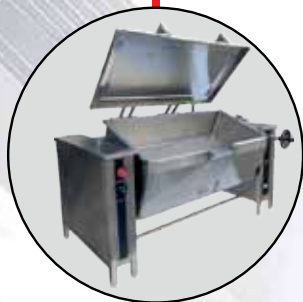
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# Processed foods give us freedom to push creativity boundaries

**Jatinder Pal Singh** | Executive Chef, Sheraton Grand Bengaluru Whitefield Hotel & Convention Center

As the culinary landscape continues to evolve, so do the challenges faced by chefs in the realm of five-star hospitality. In the hospitality industry where excellence is not just expected but demanded, finding innovative solutions to streamline operations without compromising on quality is paramount. One such solution that has garnered attention in recent years is the

witnessed firsthand the transformative impact that processed foods can have on the efficiency and creativity of a kitchen. Gone are the days when chefs spent hours painstakingly preparing each component of a dish from scratch. Today, we have access to a wide array of high-quality processed ingredients that not only save time but also enhance the flavour and consistency of our creations.

One of the most significant advantages of incorporating processed foods into five-star kitchens is the reduction in workload for chefs. In an environment where time is of the essence, being able to rely on pre-prepared ingredients allows us to focus our energy and attention on other aspects of culinary innovation. Whether it's experimenting with new flavour combinations or perfecting plating techniques, processed foods

provide us with the freedom to push the boundaries of creativity without being bogged down by repetitive tasks.

Moreover, processed foods offer a level of consistency that can be challenging to achieve when preparing ingredients from scratch. From readymade masalas that deliver a perfect balance of spices to



**WHETHER IT'S EXPERIMENTING WITH NEW FLAVOUR COMBINATIONS OR PERFECTING PLATING TECHNIQUES, PROCESSED FOODS PROVIDE US WITH THE FREEDOM TO PUSH THE BOUNDARIES OF CREATIVITY WITHOUT BEING BOGGED DOWN BY REPETITIVE TASKS**

**JATINDER PAL SINGH** //



pre-prepared pastes that ensure a uniform texture, these ingredients allow chefs to maintain the highest standards of quality with every dish they serve. This consistency not only enhances the dining experience for guests, but also helps to build a reputation for excellence that sets five-star establishments apart from the competition.

It's important to note that the use of processed foods in five-star kitchens does not signify a departure from traditional culinary techniques.



incorporation of processed foods, such as readymade masalas and pastes, into the kitchens of five-star establishments.

As a seasoned chef with years of experience in the hospitality industry, I have



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**Dr. Anjali Hooda,**  
Medicine Practitioner



On the contrary, it represents an evolution of those techniques in response to the demands of a modern-day hospitality industry. Just as chefs have always adapted their practices to incorporate new ingredients and technologies, so too must they embrace the potential of processed foods to elevate their craft to new heights.

Of course, the decision to incorporate processed foods into

a five-star kitchen is not one to be taken lightly. Quality is paramount, and chefs must be discerning in their selection of suppliers to ensure that the ingredients they use meet the highest standards. Additionally, while processed foods can undoubtedly save time and labour, they should never be seen as a substitute for genuine culinary skill and expertise. Instead, they should be viewed as tools that complement and enhance the talents of chefs, allowing them to achieve levels of excellence that would otherwise be unattainable.

In conclusion, the role of processed

foods in five-star kitchens cannot be overstated. From readymade masalas to pre-prepared pastes, these

the workload associated with traditional cooking methods and unlock new possibilities for culinary innovation. In doing so, they not only enhance the dining experience for guests but also reaffirm their commitment to excellence in every dish they serve.

As we look to the future of hospitality, it is clear that processed foods will continue to play a vital role in shaping the culinary landscape. By embracing this evolution and harnessing the potential of processed ingredients, five-star chefs can ensure that they remain at the forefront of culinary excellence for years to come. ■

While processed foods can undoubtedly save time and labour, they should never be seen as a substitute for genuine culinary skill and expertise



ingredients have revolutionised the way chefs approach their craft, offering a level of convenience, consistency, and quality that was once unimaginable. By embracing the potential of processed foods, chefs can alleviate



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# India would require minimum one million Food Technologists

In an exclusive interview, **Dr Nilesh Amritkar**, AFSTI President and MD, Envirocare Labs spoke to **Steena Joy** about the food technology talent pool in the country and how the sector can help build nutritional food security

FUTURE OF FOOD

AAHAR SPECIAL

## Food processing and Food technology complement each other. Your thoughts.

Food processing is combinatorial effect of science, technology and engineering. The basic understanding of food science (including chemistry, biology, physics) is used to develop processed food and basic knowledge of engineering is used to develop the technologies to make these processed foods on a large scale. Food Processing & Food Technology complement each other to ensure safety, standard, security and sustainability of food products. Both fields of Food Science and Engineering

help develop new products, novel processes and meet the ever-changing demands of the consumer, at the same time maintain quality by complying with the safety standards of the regulator.

## There is a dearth of food technologists in India. What role can the government play in creating a talent pool?

In past 2 decades the number of Food Technology colleges in India have seen an upward trend. Earlier there were only few institutes providing Food Technology as a graduate or a post graduate course in India eg: ICT (erstwhile UDCT, Mumbai started the first food technology course as early as 1949) and CSIR - CFTRI Mysore (in 1950) and, today there are about 300 Food Technology colleges: 159 are private, 129 are public and 8 are public private. Maharashtra has highest number of food technology

colleges (56) followed by Tamil Nadu (46) and Uttar Pradesh (27). Out of the total 2.5 million students who graduate every year in India, about 5000 students pass their graduation or diploma or post-graduation in Food Technology. It is estimated that there are 2.49 million

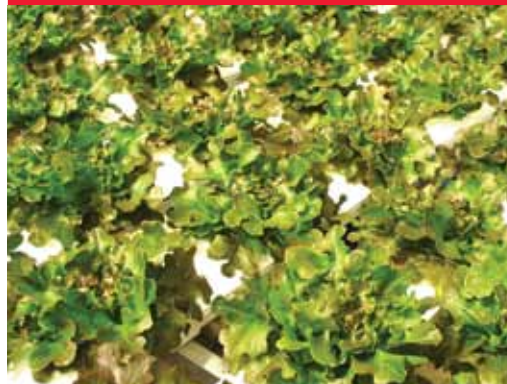


**THE GOVERNMENT FOCUS ON 'DOUBLING THE FARMERS INCOME' HAS ACTUALLY HELPED ESTABLISH MULTIPLE FOOD PROCESSING INFRASTRUCTURE NEAR THE FARMS**

DR NILESH AMRITKAR



Food Business Operators. Leaving out QSR, HORECA and unorganised sector, India would still require minimum one million Food Technologists to cater to the ever-increasing demands of the food industry. Creating a talent pool is a shared responsibility. The government has always tried its best to build the education system in India, but today, it is the responsibility of the private sector and the industry to continually develop: search, create and nurture talent which ultimately is going to help them prosper.





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**How does India compare to food technology sectors in other countries?**

Food Technology is rapidly developing across the globe. And India too is in the forefront of developing new technologies to help Food Safety, Standards, Security and Sustainability.

With the implementation of Food Safety Act 2006 and its subsequent regulations 2011, the focus of Food Technology is on science-based standards, innovative research and technology adoption. India like other countries, is also investing heavily in establishing research institutions, universities, and organisations to build new food products, processing techniques to increase nutrition, safety and longer shelf life.

The government focus on ‘Doubling the Farmers Income’ has actually helped establish multiple food processing infrastructure near the farms. This is supporting backward integration by providing knowledge & skills for good agricultural practices and also eliminating middlemen agents. Use of automation, AI and technology adoption is leading to better efficiency and quality control. India is indeed, slowly but steadily, emerging as a global player in

the food processing and food technology sector.

**How can food technology help in building nutritional food security?**

Food technology helps wider availability, accessibility and nutritional quality including safety of the food. India’s focus on organic agricultural practices



along with precision farming, genetic engineering and crop protection methods to increase the crop yield is helping crop resilience to climate change and enhanced nutritional quality of the produce.

Food technology

is being used to improvise on the conventional preservation techniques like canning, freezing, drying and packaging to ensure stable food supply with extended shelf life for perishable foods.

We already have fortified salt, rice, flour, milk and oil available in the market and many functional foods loaded with probiotics, antioxidants, omega-3 fatty acids etc, are providing health benefits beyond nutrition

Vit B9 and Iron), Functional Foods (Nutraceuticals), Alternative protein sources (plant-based meat, cultured meat, insect based foods etc) and Food Scientist & Food Technologists are playing a major role in development and introduction of these foods for global hunger. We already have fortified salt, rice, flour, milk and oil available in the market and many functional foods loaded with probiotics, antioxidants, omega-3 fatty acids etc, are providing health benefits beyond nutrition in line with SDG No 3: Good Health & Well Being. Food safety is an integral part of food security and food testing labs are helping food surveillance enforcement

agencies with analytical data on nutritional composition, contaminants, adulterants, toxins and residues. Here too food scientist & food technologist are helping India to meet its SDG No 12: Responsible consumption & production.

In summary, the food scientists and technologists are helping a silent industrial revolution for making our world surplus with food and good health for all. ■



This improved food processing helps reduce food waste to meet the SDG No 2: Zero Hunger.

Apart from this, India is taking giant leaps in the areas of Food Fortification (added Vit B12,



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# Food industry is a major sector in the MSME category

In an exclusive interview, **Nilesh Lele**, President, Chamber for Advancement of Small & Medium Businesses shares his insights on the MSME food sector and government's role in supporting these businesses

BY STEENA JOY

## Your insights on small and medium food businesses in India?

Micro Small & Medium Enterprises (MSME) is the backbone of Indian economy and last year contributed around 29% to Indian GDP (which is 2% drop from pre-pandemic levels) and contributed 44% to exports (which is again lower compared to pre-pandemic level). That is precisely why the Chamber for Advancement for Small & Medium Businesses, CASMB was founded in March 2021 to empower the MSME sector and make it resilient to such future shocks. MSME sector also employs

over 110 million and is the largest employer after farming sector.

Food industry is a major sector in the MSME category, and every 1 crore invested in the food industry employs 10 times more people than a service industry like IT, ITES etc. Food is an essential commodity without which humans can't survive and the industry has seen steady double digit growth in past few years. Especially sub-sectors like Ready to Eat, Ready to Cook, Convenience Foods, Nutraceuticals have shown good growth in the past few years. Any MSME wanting to enter the food space should look to enter categories

like convenience foods, health foods, Ayurvedic Aahar foods, health supplements etc.

**Role of the government to support these businesses? What more needs to be done?**

Central Government, especially through Ministry of Food Processing Industries (MoFPI) has various schemes that helped boost Food Industry. Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme launched



**THE GOVERNMENT CAN BOOST FOOD INDUSTRY FURTHER BY REDUCING GST ON COMMODITIES, PROCESSED AND PACKAGED FOODS ETC. AS IT MAKES THE PRODUCT EXPENSIVE FOR THE CONSUMER**

NILESH LELE

Scheme for Micro & Small Enterprises (CGTMSE), Prime Minister Employment Generation Program (PMEGP) and many more. Complete list can be found on Invest India website <https://www.investindia.gov.in/schemes-msmes-india>

Every state has its own industry policy, which boosts MSME and the food industry through such support. However, the government can boost food industry further by reducing GST on commodities, processed and packaged foods etc. In some cases, GST is

during Covid-19 pandemic has given a boost to MSMEs as they can avail subsidy upto 35% or Rs 10 lakhs of the project cost. Schemes for marketing and branding are also available. Various schemes to boost

Farmer Producer Organisation (FPOs) have also been launched by the government.

MSME Ministry also has various schemes which benefit MSMEs including Food Industry e.g. Credit Guarantee







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18% and it makes the product expensive for the consumer.

**The Chamber's role in supporting these enterprises?**

Our Chamber focuses on 4 key supports to MSME sector:

- Helping MSMEs achieve forward linkages / markets within India and abroad. We have

- observed that MSMEs tend to have good products but they lack in branding, sales and marketing. By helping them get the subsidies and other support offered by Government we help them increase their sales
- Access to bank credit and equity

funding through our initiative called FundQuest. Many times, MSMEs struggle to manage their working capital and we help them out through bank products and grants, subsidies and other instruments available in the market

- It has also been seen that MSMEs don't have access to latest technologies or face an inertia to adopt it. We engage with MSMEs, make them understand the cost benefit analysis and then create connections for MSMEs to adopt technologies.
- Very rarely have MSME owners sought mentorship,

and through our initiative called Startup Support, we connect these companies to appropriate Mentors who can guide them and take them to the next level

**Export potential of India's food processing industry?**

India has great export potential in Agriculture and Food products. She is the second largest grower of fruits and vegetables, and top 3 in almost every commodity, and number 1 in milk production. With growing worldwide population, which is expected to touch 9 billion by 2050, India has great potential to capture the global market share. In recent times India has done well and captured 4% global trade market share in grapes, 25% in rice, 25% in cucumbers and gherkins and many other agriculture and food products. India has great export potential in all the products mentioned above. ■



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# The licensing for cloud kitchens needs to be recalibrated

In an exclusive interview, **Karan Tanna**, Founder and CEO, Ghost Kitchens India, shares his insights with on the cloud/ghost kitchen business model in India and the future footprint for his own venture

BY STEENA JOY

FUTURE OF FOOD

AAHAR SPECIAL

**Your insights on the ghost kitchens scenario in India? How do we compare to our international counterparts?** Since last 1 year, cloud kitchen businesses in India are maturing faster than before. No more are companies reinventing different business models like real estate play, brand licensing and so on. We have seen mature companies work on unit economics and the path to profitability is



kitchen different from a restaurant kitchen as far as hygiene is concerned. Both have the same regulations to follow and I don't see any reason why there should be a different yardstick or a benchmark for hygiene. Cloud kitchens serve food



clearer. The food delivery market is increasing year on year and cloud kitchens which are product and customer first are



**WE HAVE SEEN MATURE COMPANIES WORK ON UNIT ECONOMICS AND THE PATH TO PROFITABILITY IS CLEARER**

KARAN TANNA



here to stay. Globally, the situation is no different and consolidation is happening across the world.

**Ghost kitchens and hygiene challenges?** I don't see a cloud

to human beings, and there cannot be any compromise in hygiene whatsoever. Whether it is a restaurant or a cloud kitchen, it is the entrepreneur's responsibility to keep the kitchen hygienic.





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**A regulatory body for ghost kitchens?**

Currently cloud kitchens are governed by the same regulatory bodies that govern restaurants. There is definitely a need

to lower the bar of licenses required, given that there are no guest coming to the cloud kitchen and hence many regulations or permissions around safety of guest are

not required for a cloud kitchen. As far as the food production is concerned, cloud kitchens are and should be treated at par with any other restaurant. I don't see the need of a separate regulatory body, but definitely the licensing requirement for cloud kitchens

We will adopt a hybrid strategy of virtual as well as retail brands. We expect to reach Rs 100 crore ARR by next year



needs to be recalibrated.

**Future footprint of your company? How do you plan to fund the expansion?**

Ghost Kitchens just announced capitalisation of US\$ 5 million. This will help us to launch our hero brands into high street stores. We will adopt a hybrid strategy of virtual as well as retail brands. We expect to reach Rs 100 crore ARR by next year.

**Your advice to aspiring food entrepreneurs? As the failure rate for ghost kitchens is quite high. What pitfalls should be avoided?**



This is not an easy business. One should have a lot of patience along with sustainable passion. Whenever you plan to enter the cloud kitchen business, plan the capital for launch as well as the next 6 to 9 months. Be ready to work harder when your friends are partying. It's demanding but very fulfilling. ■





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# Government support can foster innovation

S R Yadav | Chairman, BTW Group of Companies

FUTURE OF FOOD

AAHAR SPECIAL

### What are the current trends in the food processing industry?

We believe that continued government support and initiatives can foster innovation, enhance infrastructure, and ensure food safety standards. By providing incentives for research and development, promoting sustainable practices, and streamlining regulatory processes, governments can create an environment conducive to growth and innovation in the food processing sector. Additionally, investing in skill development programs and facilitating access to financing for small and medium-sized enterprises can further catalyse growth and create

employment opportunities. By collaborating with industry stakeholders and fostering a conducive ecosystem, governments can empower brands like BTW to continue delivering quality products while contributing to economic development and food security.

### What further role can the government play in the future of food processing?

Within the food processing industry, we're witnessing a delightful return to roots and tradition. As consumers increasingly seek

authentic and nostalgic flavours, we at BTW brand, synonymous with Indian traditional snacks, are proud to



be at the forefront of this trend. From timeless favourites like samosas and pakoras to innovative twists on classics, our focus remains

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S R YADAV

on crafting snacks that not only tantalise the taste buds but also evoke a sense of cultural heritage. With an emphasis on quality

ingredients, artisanal craftsmanship, and a commitment to sustainability, we're dedicated to satisfying the cravings of modern



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consumers while honouring the rich culinary traditions of India.

**What are your future plans as a brand?**

As a brand deeply committed to excellence and innovation, BTW envisions an exciting future filled with growth, expansion, and continued dedication to our customers. Our

future plans revolve around three key pillars: innovation, sustainability, and customer satisfaction. We are committed to continually innovating our product offerings, introducing new flavours, and exploring diverse culinary experiences to delight our customers' palates. Moreover,

---

Our future plans revolve around three key pillars: innovation, sustainability, and customer satisfaction

---

sustainability is at the core of our ethos, and we aim to further enhance our environmental stewardship through eco-friendly packaging, responsible sourcing practices, and reducing our carbon footprint. Finally, our unwavering focus remains on customer satisfaction, and we plan to strengthen our customer relationships through personalised experiences, enhanced service offerings, and active

engagement with our loyal community. With these strategic initiatives, we are poised to not only meet but exceed the expectations of our customers while solidifying BTW's position as a leading brand in the food industry. ■





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### What are the current trends in the food processing industry?

The processed food sector in India is experiencing remarkable growth, fueled by the expanding Indian food retail market, which is anticipated to surge to \$535 billion by the fiscal year 2025-26. This growth is further propelled by consumers'

increasing interest in exploring a diverse range of cuisines, both Indian and international, which is largely influenced by their experiences dining out.

### What further role can the government play in the future of food processing?

The government's initiatives on infrastructure development and financial incentives, such as the Production-linked Incentive (PLI) scheme, have

significantly helped SMEs by encouraging investments and facilitating expansion in processing capacity. Building on these initiatives, the government could continue with these schemes which will further enhance the food processing sector by investing in research



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and development. This would lead to innovations in food technology, preservation, and packaging, supporting the

sector's growth and competitiveness.

### What are your future plans as a brand?

As a company

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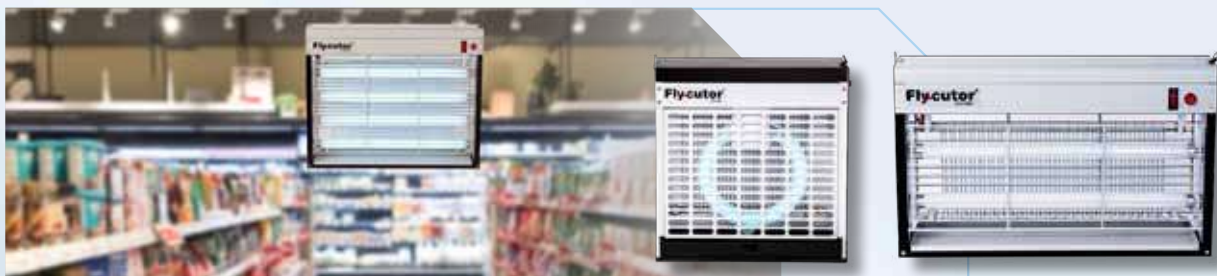
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# Nourishing the Future

Gourav Gupta | Co-Founder, Rupyzy

FUTURE OF FOOD

AAHAR SPECIAL

Consumer awareness for healthy yet quick off-the-shelf options

The modern consumer is increasingly health-conscious, demanding food options that are both convenient and nutritious. This has led to notable sub-trends within the industry:

- Low Carb & Low Sugar Options:** There's a growing preference for foods that are low in carbohydrates and sugars. Millets and makhanas are examples of ancient grains and seeds making a comeback as healthy alternatives to traditional snacking options. Additionally, the demand for products free from palm oil, due to its associated health and environmental concerns, is on the rise.
- Direct-to-Consumer (D2C) Impact:** The rise of the D2C model is significantly disrupting the market. By selling directly to consumers, brands can offer a wider range of healthy choices, often customised to

individual dietary needs. This model benefits from direct feedback loops with consumers, enabling rapid adaptation and innovation in product offerings.

- Urbanisation's Influence:** The increase in urban living is reshaping consumer demands. Urban dwellers often seek quick, easy-to-prepare foods, but without compromising on health. This is driving innovation in packaging and product formulation to meet the needs of a fast-paced lifestyle while maintaining nutritional value.

**Rise of processing technology**  
Technological advancements in food processing



are enabling the production of healthier, more nutritious foods that



retain more of their natural goodness. Innovations in processing methods such as high-pressure processing (HPP), cold pressing, and others are allowing for longer shelf lives without the need for preservatives, keeping foods closer to their natural state.

**Tech-driven supply chain & B2B e-commerce**

The integration of technology into supply chains and the rise of B2B e-commerce platforms are streamlining operations, reducing waste, and improving the efficiency of food distribution. Building upon

the technological advancements transforming the food processing industry, **Rupyzy** is pioneering the omni-commerce approach, seamlessly integrating online and offline experiences for B2B transactions. By democratising B2B e-commerce in the sector, **Rupyzy** is providing smaller players equal footing in the marketplace. Their robust platform leverages AI and data analytics to personalise the buying experience, optimise supply chains, and offer comprehensive business solutions that address the unique challenges of food distribution.

**Government Initiatives like ONDC**

Government initiatives are playing a crucial role in supporting the transformation of the food processing industry. The Open Network for Digital Commerce (ONDC) is an example of a policy aimed at democratising digital commerce. It seeks to create an open, inclusive network that facilitates the discovery and exchange of goods and services across various sectors, including food. This initiative is expected to level the playing field, allowing smaller producers and retailers to compete more effectively with larger entities, thereby increasing the diversity of healthy food options available to consumers.

As these trends continue to evolve, they promise to reshape the landscape of the food processing industry, making healthy and convenient food options more accessible to consumers worldwide. But only those who pick some of these trends now and adopt technology and data-driven approaches will benefit the most! ■





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# Today's generation are more attracted to energy drinks

Ankur Mehta | Partner, Shubh Food Agro Industries

**What are the current trends in the food processing industry?**

The current trend in the food processing industry is energy drinks as the youth and teenagers of today's generation are more attracted

to energy drinks. According to them, it gives them more energy and power. As going with the flow and today's trend, undoubtedly is an energy drink.

**What further role can the government**



**THE CURRENT TREND IN THE FOOD PROCESSING INDUSTRY IS ENERGY DRINKS AS THE YOUTH AND TEENAGERS OF TODAY'S GENERATION ARE MORE ATTRACTED TO ENERGY DRINKS.**

ANKUR MEHTA



the 40 per cent tax, they are not able to earn anything.

**What are your future plans as a brand?**

In the coming time, our brand will focus more on Spout packs and cans. As of now, we are doing research on this topic. We will be launching soon in the coming years. ■



**play in the future of food processing?**

The government can help the food processing industry by removing 40 per cent tax from CO2 (carbon dioxide) items. It will help the small businessman to grow as they are surviving a lot with this. Due to

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## HAI CONCLAVE: Industry needs to reposition itself as a major employment generator

Hoteliers Association of India (HAI) held their 6th Hoteliers Conclave on February 12 at the Taj Palace, New Delhi. The one-day conference pressed upon the support of the government in creating a tourism-led economy as the industry is expected to create 50 million direct and indirect jobs in the next 5-7 years

BY SALONI BHATIA

**T**itled 'Hospitality - The Engine for GDP Growth and Employment', the one-day conference was inaugurated by Amitabh Kant, India's G20 Sherpa and Former CEO of Niti Aayog; M. P. Bezbaruah, Secretary General & Member, Executive Committee, HAI; Shri Puneet Chhatwal, President, HAI & Managing Director & CEO, The Indian Hotels Company Limited and K.

B. Kachru, Vice President, HAI & Chairman, Emeritus, South Asia, Radisson Hotel Group.

Addressing the immense contribution of the hospitality sector in creating employment opportunities, Kant stated, "Hospitality leaders need to reposition the sector as a major employment generator to get more attention. Thailand has

created close to 20 million jobs, Malaysia about 15 million, and India stands at 7.8 million. Tourism is the biggest driver of growth and can become a major





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contributor to India's economy. The industry should set a target of creating 25 million jobs by 2030."

He further added, "G20 has had a tremendous impact as over 200 meetings were held in 60 Indian cities where there was proper infrastructure push towards the tourism spots. This is the right time to leverage the impact and have states compete with each other with its latest offerings. The hospitality sector should unite and push towards

achieving the 3 trillion tourism economy goal by 2047, India's 100th year of independence."

Emphasising the

infrastructure status of the hospitality sector, Chhatwal, stated, "The infrastructure status for the hospitality sector can push

G20 had a tremendous impact with over 200 meetings held in 60 Indian cities where there was proper infrastructure push towards the tourism spots

up investments not only to create accommodation but also in the process boost income and employment generation. While tourism is a pillar of development creating about 10 per cent of the total employment and contributing 8 per cent to GDP with a huge multiplier effect that can help inclusive growth, there is often a gap between this realisation and the actual policy implementation."

Highlighting the growth of the sector post-pandemic, Kachru stated, "The employment in the sector has seen immense rise of 271 per cent in hirings. The business is moving well and now the focus is on developing tourism at all levels. Ayodhya is already setting an example of the push towards tourism with more and more

hotel chains coming up in the state. About 12 hotels have already been finalised for Ayodhya from 5-start to mid-scale hotels, and deals closed. Construction will start in the next three to six months."

Attended by hospitality professionals, including hotel owners and CEOs, policymakers and professionals from across the country, there were various panels held during the day. The sessions highlighted the role of hotel chains, driving conversations towards key trends in the changing times that hotels operate in. ■





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# NDFCI organises MEWA 2024 in New Delhi



IWOH News

**THE INDIAN NUT AND Dry Fruit** market stands at Rs 56,000 crore. The sector is currently growing at a CAGR of 13-15 per cent, employing 10 lakh individuals in the country. MEWA 2024, a two-day B2B trade show was held at Yashbhoomi in New Delhi to explore the untapped potential of this growing market. Organised by the Nuts and

Dry Fruits Council of India (NDFCI), the exhibition was inaugurated by Om Birla, Lok Sabha Speaker.

Birla stated, “Platforms like MEWA 2024 play a transformative role in fostering the growth and consolidation of the sector. There is an urgent need to bolster the production of nuts and dry fruits in India as the sector

employs over 10 lakh individuals. The Government of India is actively pursuing tech-enabled agritech solutions







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for more information



to enhance farmers' productivity. I urge associations like NDFCI to increase the interaction with the farmer groups to explore the possibility of cultivating nuts & dry fruits as per the various Indian state's

There is an urgent need to bolster the production of nuts and dry fruits in India as the sector employs over 10 lakh individuals

diverse climate conditions.” The trade show witnessed participation from over 20 plus countries with 200 plus exhibitors and 5000 plus attendees. The show concluded with power-packed knowledge sessions focusing on the key players in the market, including pistachios, almonds, dates, raisins, and walnuts. Esteemed panels engaged in dynamic discussions, unravelling global market dynamics, consumer trends, and sustainable practices shaping the industry's landscape. Gunjan Jain, President, NDFCI, said, “The inaugural event of NDFCI facilitated invaluable partnerships and insights, marking a pivotal moment in the history of the dry fruits and nuts category. The event witnessed

the successful culmination of numerous business meetings and deals, underscoring its resounding success. We extend our sincere gratitude to all esteemed associates who contributed at MEWA INDIA 2024. Together, we celebrated excellence, fostered collaboration, and embraced the promise of a prosperous future.” The visitors attended seminars and discussions led by industry experts, renowned manufacturers, international traders, and visionary leaders. Additionally, attendees had the opportunity to participate in hands-on culinary workshops conducted by seasoned

chefs, discovering innovative techniques and creative recipes incorporating dry fruits and nuts, enhancing their overall event experience. MEWA 2024, spearheaded by NDFCI aimed to bring together India's fragmented Nut & Dry Fruit Trade under a unified voice. With over 200+ exhibitors, the trade show served as a nexus for industry players to collaborate and capitalise on India's burgeoning market opportunities. ■







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## Kärcher India showcases cutting-edge cleaning solutions at Numaish

IWOH News

**KÄRCHER INDIA**, A GLOBALLY recognised leader in German-engineered cleaning solutions, recently participated in The Nampally Exhibition (Numaish) in Hyderabad. Renowned for its unwavering commitment to excellence, Kärcher India has long been synonymous with innovative cleaning solutions.

This year, Kärcher India presented a comprehensive range of cleaning solutions at its dedicated stall numbers 28, and 29/1&2.

Among the highlights of Kärcher's display were the following products:

### 1. Pressure Washers | K 2.350 KAP:

- Versatility meets convenience with adjustable pressure settings, catering to a wide range of cleaning needs.
- Live demonstrations emphasize its ease of use and adaptability for different surfaces.

### 2. Steam Cleaners | SC 2 Easyfix SEA:

- Quick heating technology ensures rapid steam production, making it a time-efficient solution.
- Demonstrations showcase its swift operation and how it simplifies cleaning tasks effectively.

### 3. Floor Cleaners | FC 5 Premium EU:

- Dual-tank system separates clean and dirty water, maintaining optimal cleaning performance.
- Live demonstrations highlight its dual-functionality, ensuring a hygienic and efficient cleaning process.



### 4. Vacuum Cleaners | WD 1s Classic KAP:

- Compact design with powerful suction capabilities for both wet and dry debris.
- Demonstrations illustrate its versatility in handling various types of dirt and spills.

### 5. Sweepers | S4 Twin:

- Large-capacity waste container minimizes the frequency of emptying, enhancing operational efficiency.
- Featured in the demonstration area to showcase its ability to handle heavy-duty cleaning tasks with minimal downtime.

In addition to these live demonstrations, Kärcher presented an array of display models, including the K 1 Horizontal, K 2 Horizontal, K 2 Power VPS, K 3 HR, K 4 Compact, K 5 Compact, and K7 WCM, showcasing the brand's commitment to innovation and quality in cleaning solutions, designed to meet the diverse needs of both residential and industrial spaces.

Jatinder Kaul, Managing Director, Kärcher India, remarked, "Numaish stands as an exceptional platform, championing innovation and excellence. Our enthusiasm to showcase pioneering cleaning solutions aligns seamlessly with Numaish's spirit and towards a Swachh Bharat."

Kärcher India's exhibition space at Numaish 2024 not only showcased its cutting-edge products but also provided visitors with interactive demonstrations and insights into how these solutions can revolutionise cleanliness. ■





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# IHCL's Bombay Brasserie debuts in *Singapore*

IWOH News

**INDIAN HOTELS COMPANY (IHCL)**, India's largest hospitality company, has announced the opening of Bombay Brasserie, the iconic restaurant destination, famed for its authentic, eclectic Bombay and Indian cuisine. Located in the heart of Singapore at the South Beach, the launch marks Bombay Brasserie's first foray in the region.

Taljinder Singh, Senior Vice President, IHCL, said, "With a century old culinary history, we are recognised for leading and pioneering innovative dining concepts. Ever since 1982, when it first opened its doors in fashionable Kensington, London, Bombay Brasserie reimagined Indian fine dining. The brand has since expanded in other corners of the globe at Cape Town and Dubai and now Singapore, one of the most important food cities in Asia. It will soon expand its footprint to San Francisco and Frankfurt."



He added, "Bombay Brasserie, Singapore seamlessly blends the rich flavours of Indian and Continental cuisines within the elegant ambience of a Parisian brasserie."

Located in the heart of Singapore, Bombay Brasserie is a tryst between classic and contemporary, offering culinary innovation to its discerning guests. The cuisine draws on from Parsi cafes, seafood restaurants, famous chaat street food and delicate flavours of Continental fare. Helmed by Chef Nilesh Ambedkar, the restaurant features signature dishes like Chatka Crab Legs and Butter Chicken, each meticulously

crafted with authentic ingredients and cooking methods. A menu highlight is the specially curated Chaat selection, featuring the popular Indian street food reinvented for a refined dining experience. The Tandoor menu presents a symphony of flavours cooked using century-old techniques.

The restaurant's beverage philosophy is about Brasserie-style selection including cocktails such as The Bombay Blazer and Queen's Necklace, all inspired by the colonial era of Bombay, each one telling tales of the vibrant neighbourhoods they hail from.

The restaurant's design combines the aesthetic of Bombay's Parsis and Anglo-Indian elements with the classic charm of a French brasserie.

Established in 1982, Bombay Brasserie was the first Indian cuisine restaurant of London. ■





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# Clay Craft India redefines tableware elegance with digital printing



Clay Craft India, the nation's largest manufacturer of ceramic tableware products, has announced a groundbreaking achievement by becoming the first ceramic tableware manufacturer in India to introduce Digital Printing. This technological leap is set to redefine the landscape of ceramic tableware, showcasing innovation and craftsmanship at its finest. The state-of-the-art printer is sourced from KeraJet, a renowned machine supplier based in Spain, globally recognised for delivering world-class printing solutions.

Clay Craft anticipates that digital printing will lead to dynamic shifts in the aesthetics and

design of tableware, keeping pace with evolving consumer preferences. Digital Printing on Tableware is revolutionary for numerous reasons. In alignment with India's commitment to sustainable practices, digital printing drastically reduces water usage and optimises ink and material consumption, reflecting the global shift towards environmentally conscious production. The streamlined process, from design to print in just 10 minutes, enables rapid project acceptance cycles and real-time adjustments during production without any delays.

The advent of digital printing eliminates the need for minimum orders, allowing cost-effective production for a single piece. Hotels

and Restaurants can incorporate a personal touch to their designs without incurring additional costs, opening avenues for creative possibilities. Additionally, as the value of land increases, warehouses full of pad printing tools would be considered unproductive, making digital printing an efficient solution.

Bharat Agarwal, Director, Clay Craft India, commented on the industry first initiative, "While digital printing on ceramics has been popular in the ceramic tiles sector since 1998, we are excited to extend the application of this technology to ceramic tableware with KeraJet. Digital printing on ceramics is a well-established trend in the West.

Clay Craft is proud to be the flagbearer of this trend in India, bringing global standards to the forefront of the country's ceramic industry. Our acquisition of the nation's first Digital Printer for Ceramic Tableware is a testament to

printing technology. Victor Ahicart Momplet, Area Manager South Asia, Kerajet commented on the partnership with Clay Craft, "We are delighted to collaborate with Clay Craft in this transformative journey. The positive collaboration has

allowed us to create projects that will change the trajectory of the tableware market in India. Clay Craft's professionalism, creativity, and forward-looking vision align with our commitment to technological advancements. We

are proud to enter the Indian market with India's leading ceramic tableware manufacturer and look forward to working with them."

Clay Craft's venture into Digital Printing on ceramics aligns with the current popularity of this technique in the ceramic tiles industry, both in India and globally. The company looks forward to reshaping the ceramic tableware landscape and providing customers with an unparalleled fusion of artistry and functionality. ■



our commitment for innovation and quality. We are thrilled to collaborate with KeraJet to redefine the way we perceive and experience tableware."

According to reports, the Digital Printing for Tableware market is poised for a 6.8% CAGR from 2024 to 2029, reaching US\$ 452 million by 2029. This growth is attributed to the rising demand for sustainable printing practices and the transformative impact of digital







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# SULA VINEYARDS: Wine convenience in a can!



**S**ula Vineyards, India's leading winemaker, is now offering its beloved Chenin Blanc, Rosé Zin, and Red Zin in convenient 250 ml cans. Sula's commitment to sustainability extends to its packaging. The new cans are recyclable, making them a responsible choice for wine lovers.

These single-serve cans are perfect for picnics, poolside relaxation, or



enjoying Sula wine on the go. They offer the same

exceptional quality and taste as the classic Sula bottles, in a lighter, portable format.

Rajeev Samant, Founder & CEO of Sula Vineyards said, "We're thrilled to make our most popular wines even more accessible with this launch. These cans are ideal for introducing new

“  
These cans are ideal for introducing new audiences to Sula and cater to the growing demand for convenience and individual portions

RAJEEV SAMANT

audiences to Sula and cater to the growing demand for convenience and individual portions.”

The new cans are available now at wine shops across Maharashtra. The range features:

- Chenin Blanc: A crisp, citrusy white wine perfect for warm days.
- Rosé Zin: A refreshing, fruity rosé

ideal for any occasion.

- Red Zin: A bold, juicy red wine with notes of berries and spice. ■



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# RAENCO MILLS: A legacy in linens

For the past 25 years, Raenco Mills has stood as a paragon of excellence in the linen manufacturing industry. The company’s unwavering commitment to maintaining its position as the best in the business has driven it to leave no stone unturned. Recent upgrades to its facilities showcase the dedication to meeting and exceeding rigorous international standards, marking a new chapter in the journey towards

unmatched quality and innovation. While its roots are firmly planted in India, Raenco Mills’ reach extends globally with direct offices in the UAE and Tanzania. This strategic expansion has enabled it to

secure a substantial market share, supplying premium



**“While its roots are firmly planted in India, Raenco Mills’ reach extends globally with direct offices in the UAE and Tanzania**

DINESH  
MANAGING DIRECTOR, RAENCO

ensures the creation of robust and top-notch products. This technological edge allows it to offer competitive pricing without compromising on quality.

Raenco does not simply offer generic linen products. Instead, the company prioritises a thorough understanding of diverse factors, including the hotel’s type, affiliation, location, and water quality. This nuanced approach allows it to recommend tailored linen solutions. Its expertise extends to establishing the right sizes, a critical factor that translates into significant cost savings for clients. The company takes pride in being recognised as experts in this field, driven by a genuine commitment to providing value beyond the product itself.

When a client chooses Raenco, it is not just investing in linen; it is investing in a legacy of expertise. Raenco emphasises client education. The company firmly believes in empowering its clients with knowledge, and to this end, it provides complimentary



linen products to leading chains across the Middle East and Africa. The seamless integration of its operations across borders is a testament to its commitment to delivering excellence on a global scale.

At the heart of the company’s success lies its state-of-the-art production facility, boasting cutting-edge machinery that

online technical presentations. This commitment to educating clients sets it apart from its competitors, showcasing the dedication to transparency and ensuring informed decision-making. ■







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# Classique Elements LLP held its Annual Business Meet



Chef Tarun Bhatia

IWOH News

**CLASSIQUE ELEMENTS LLP, IN** collaboration with B.S. International and esteemed Italian partners Venix, Orved, Prisma Foods, and Fimar, recently orchestrated their Annual Business Meet under the overarching theme of 'Collaborate, Connect & Culminate.' This exclusive event unfolded at the sophisticated Hotel Mirador in Andheri East, Mumbai over two enriching days, on 11th and 12th January 2024.

The agenda of the event included insightful presentations by the hosts, engaging product demonstrations by Chef Tarun Bhatia, lively sessions of fun and games led by the charismatic Emcee Melisha, and culminated in delightful Cocktails and Dinner.

Chef Tarun Bhatia, who is the Country Manager for EMR Resources representing ORVED Vacuum Machines and Chef Ambassador for VENIX Convection and Combi Ovens, expressed his enthusiasm by stating, "We are delighted to have had the participation of Industry Stalwarts at our Business Meet. Across the two days, we welcomed over 200 delegates, including Chefs, Kitchen Consultants & Planners, Key Account Customers, Equipment Distributors and Dealers.

Notable representatives from WICA, HPMF, and F.S.C.A.I. were also in attendance. "We extend our heartfelt gratitude to each partner and guest who has been a part of our journey and graced the evenings," he added. ■







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## OYO launches Shark Tank-inspired loyalty programme

IWOH News

**GLOBAL HOSPITALITY TECHNOLOGY COMPANY** OYO has launched Wizard Shark, a new limited-edition loyalty programme, following the debut of its Founder & Group CEO Ritesh Agarwal on the reality series Shark Tank India. Priced at Rs 1, the programme comes with unique benefits, including guaranteed discounts, upgrades and rewards.

Customers can avail a free night's stay after seven room nights, an additional 5% discount on OYO's network of over 3,800 Wizard hotels in India, as well as other rewards in the form of OYO money under Wizard Shark. Valid for three months, the programme offers free membership renewal.

Originally launched in August 2018, OYO's Wizard programme, with more than 4.4 million active members, is among the largest loyalty programmes in the hospitality



“

**We take great pride in a majority of our guests being repeat customers**

RITESH AGARWAL

industry in India. Designed to recognise and reward frequent travellers, the initiative has benefited customers by offering them attractive deals while boosting revenue for OYO's hotel partners at the same time.

"Customer-centricity has always been at the heart of OYO's endeavours. Our Wizard programme has emerged as a major pull for customers, and Wizard Shark, with its attractive pricing and wide range of benefits, will hopefully prove to be equally appealing to our loyal customers," said Ritesh Agarwal.

"Designed especially for business travellers, Wizard Shark is a smarter, more efficient way to book your stays at the best prices. We take great pride in a majority of our guests being repeat customers and Wizard Shark is yet another initiative to offer them the best-in-class experience."

Agarwal has joined Shark Tank India for its third season, becoming the youngest-ever judge on the show.

In addition to Wizard Shark, the programme is spread across three other tiers: Blue, Silver and Gold. Gold members are entitled to one free stay each year after five nights stayed at OYO. Wizard Blue and Silver customers can enjoy a reward stay on their eighth and seventh nights, respectively. Gold members are also eligible for unlimited 'Pay at Hotel' bookings rather than having to prepay for their bookings. Other exclusive benefits include priority customer support.

Wizard Blue is available for Rs 99, while Silver and Gold memberships cost Rs 199 and Rs 399, respectively. ■





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# Accor rewards ALL event planners with 'The Choice is Yours' incentives



## IWOH News

**GLOBAL HOSPITALITY LEADER ACCOR** is rewarding event planners with a host of value-added benefits with its industry leading 'The Choice is Yours' offer. Available to ALL (Accor Live Limitless) and Accor Plus members who book a social celebration, wedding, business meeting or conference at an Accor hotel in India, the offer is designed to give planners a choice of benefits to choose from to suit their specific event requirements and budget.

Qualifying planners who book an event until December 31, 2024 will receive up to a 30 per cent deduction on the master bill. The offer also includes a choice of a complimentary upgrade to the next higher category meeting or catering package, or one complimentary guest room for every ten guest rooms booked. ALL and Accor Plus members will delight in the double rewards points offered for qualifying events.

This unmatched offer empowers qualifying planners to tailor their social celebrations, weddings, business meetings and conferences to their specific requirements and budgets at any Accor hotel in India.

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Qualifying planners who book an event until December 31, 2024 will receive up to a 30 per cent deduction on the master bill

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Commenting on the company's incentives for event and meeting planners, Pratima Badhwar, Head of Commercial, Accor India and South Asia, said, "Accor is committed to providing the best-in-class experiences for our guests and partners. 'The Choice is Yours' offer exemplifies our commitment to the MICE industry by offering tailored benefits and an unparalleled level of flexibility. We believe this initiative will transform the way events are planned, setting a new standard for excellence in hospitality and contributing to the growth of the industry."

Accor's 'The Choice is Yours' offer for ALL and Accor Plus members is available at Raffles, Fairmont, Sofitel, Pullman, Novotel, Grand Mercure, Mercure, ibis and ibis Styles hotels. ■



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# RCI announces affiliation with EVAAN RESORTS THE FOREST VINES CORBETT



## IWOH News

**RCI, A LEADING PROVIDER** of vacation exchange services, has announced its latest affiliation with Evaan Resorts The Forest Vines Corbett from Evaan Vacation Club to provide its discerning customers with a luxurious holiday experience. This new affiliation will provide RCI members with access to an opulent and serene vacation experience in the heart of nature.

Evaan Resorts The Forest Vines Corbett is a stunning resort located in the Jim Corbett National Park, Uttarakhand, and is one among the several luxury properties by Evaan Vacation Club in the region. Evaan Vacation Club has carved out a distinguished position for itself in the hospitality and vacation ownership sector over the past two decades.

As part of this affiliation, RCI members can now exchange their vacation ownership for a stay at the Evaan Resorts The Forest Vines Corbett. Members will gain access to a world of

exclusive privileges and benefits, including priority booking, discounted rates, unique offers, and member-only events.

"We are excited to welcome Evaan

**“**  
**We are excited to welcome Evaan Resorts' The Forest Vines Corbett into the RCI family; we are confident that our members will experience a perfect vacation that combines luxury and adventure**

- ROBIN MILLS,  
Vice President Business Development - Europe, Middle East, Africa, India, & Asia Pacific





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Resorts' The Forest Vines Corbett into the RCI family; we are confident that our members will experience a perfect vacation that combines luxury and adventure." said Robin Mills, Vice President Business Development - Europe, Middle East, Africa, India, & Asia Pacific.

Gulvendra Singh, CEO, Evaan Vacation Club, said, "With a unique and dedicated chain of hotels, Evann Resorts is your one-stop solution to travel stay. We are excited to partner with RCI and offer our guests access to their vast network of vacation destinations. We believe that this affiliation will help us reach a wider audience and provide more people with an opportunity to experience the beauty of the Evaan Resorts Forest Vines Corbett."

Evaan Resorts The Forest Vines Corbett offers a unique blend of luxury and adventure, making it an ideal destination for families, couples, and solo travellers alike. With its picturesque location, the resort provides guests with an opportunity to explore the natural beauty of the region while enjoying world-class amenities. Whether planning a romantic getaway, a

family retreat, or an adventure-filled escapade, this collaboration has got everything covered.

RCI continues to expand its network of vacation destinations, providing its members with access to over 4,100 affiliated resorts in approximately 110 countries around the world



RCI continues to expand its network of vacation destinations, providing its members with access to over 4,100 affiliated resorts in approximately 110 countries around the world. The affiliation with Forest Vines Corbett from Evaan Vacation Club is another step towards fulfilling RCI's commitment to offering its members unparalleled vacation experiences. ■







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*Ready-to-eat*

# FOOD MARKET OUTLOOK from 2024 to 2034



The global ready-to-eat food market is expected to reach US\$ 195.9 billion in 2024 and US\$ 391.1 billion by 2034. By 2034, the market is projected to rise at a 9.2% CAGR.

Growing consumer desire for long-lasting, minimally processed, additive-free food items is anticipated to drive market expansion. Consumers are gravitating toward meals that are easy to prepare. Due

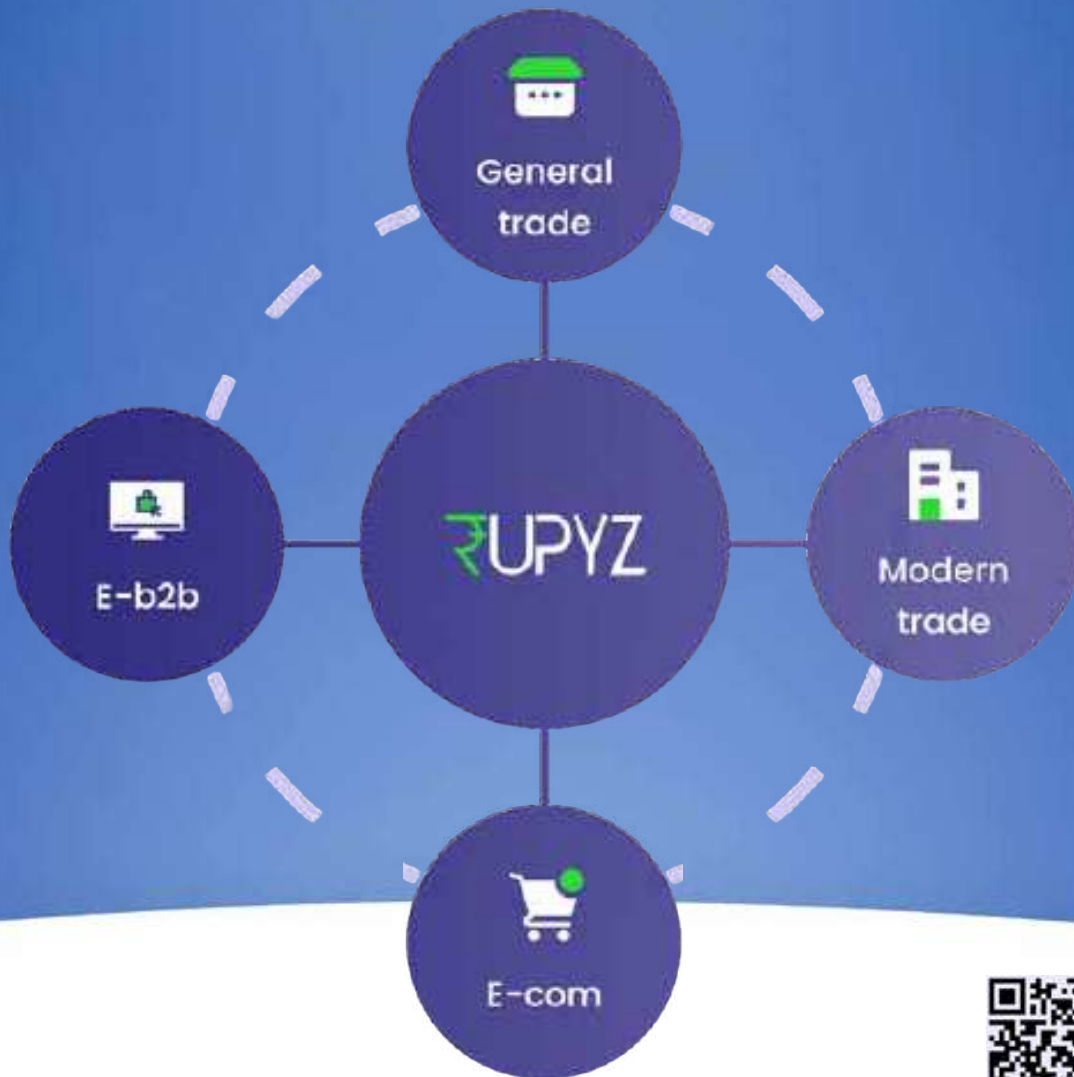
to their busy work schedules, people all around the world are purchasing ready-to-eat (RTE) food items and meals.

Rising busy lifestyles, working-class individuals, teenagers, hostel residents, and single people are expected





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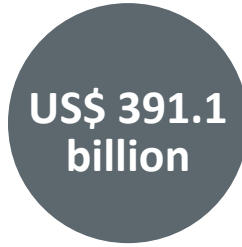
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### RTE MARKET OUTLOOK

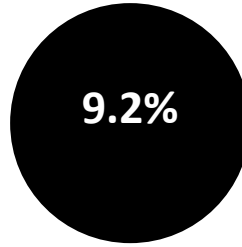
KEY INSIGHTS



Estimated Global Ready-to-eat Food Market Size (2024E)



Projected Ready-to-eat Food Market Value (2034F)



Value-based CAGR (2024 to 2034)

to push the demand for ready-to-eat food. The flavor and convenience of ready-to-eat food products have led to a trend among young people to replace traditional meals with ready-to-eat meals. This is anticipated to drive the market's expansion.

The food service industry, including hotels, restaurants, cafes, and bakeries, plays a significant role in driving the growth of the ready-to-eat food market. These establishments

between home & workplace, women at work, and changes in family cohesion are also contributing to the increasing demand for processed, ready-to-eat foods. This is resulting in a very active food processing industry in terms of manufacturing RTE food globally.

#### 2019 to 2023 global RTE food market sales outlook vs 2024 to 2034

Ready-to-eat food sales grew at a CAGR of 7.1% from 2019 to 2023. By 2034, the worldwide market for ready-to-eat food is expected to surge at a 9.2% CAGR. The consumer convenience factor was a key driver of market growth from 2019 to 2023.

Consumers with busy lifestyles were gravitating toward ready-to-eat options as a quick and hassle-free meal solution. This era witnessed a

wave of innovation in the RTE market.

At this stage, the demand for frozen, prepared foods increased rapidly. These meals catered to consumers' desire for nutritious and balanced options, offering convenience and a quality dining experience.

Today, the demand for healthy, natural, and customized foods without sacrificing health goals or ingredients is increasing. Working professionals are ready to spend money on convenience food without compromising their health. This trend is creating a market and client base for the high-end convenience and ready-to-eat food market.

With the increasing demand for RTE foods, a wide range of RTE products are available in the market, including instant breakfast & cereals, bakery & confectionery products, and meat products.

Further, ready-to-eat vegetables and salads are becoming highly popular in emerging countries due to the convenience of consumption, good taste, and growing awareness of the health benefits of vegetables.

#### RTE food market trends

- Vegetarian and vegan ready-to-eat (RTE) foods are in high demand, catering to ethical dietary preferences and being plant-based.
- Consumers are exploring different ready-to-eat (RTE) brands to find products that align with their dietary needs and taste preferences.



cater to the increasing consumer preference for convenient and on-the-go food options.

Urban lives, increasing distances

READY-TO-EAT FOOD INDUSTRY	
Attributes	Ready-to-eat Food Market
CAGR (2024 to 2034)	9.2%
Growth Factor	The RTE food market is influenced by the popularity of plant-based diets and growing public awareness of environmental sustainability. Demand for animal substitutes as well as plant-based, vegetarian, and vegan products is increasing.
Trend in the Ready-to-eat Food Market	As customers look for variety and distinctive culinary sensations, ready-to-eat food with flavours from around the world and ethnic backgrounds is gaining momentum.
Key Trends	Convenience-focused products are in high demand, particularly those that can be consumed while traveling. Ready-to-eat cups that are portable and need little preparation are a great fit for people with hectic schedules.



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- The growing number of working women is urging households to switch to ready-to-eat food to replace normal lunch and dinner.
- The surging practice of high-pressure processing (HPP) technology in the food industry is set to boost market growth.
- There is a rising demand for high-protein, ready-to-eat food products among fitness enthusiasts looking to increase their protein intake.

**RTE food market opportunities**

- Food supply chain companies' sales of ready-to-eat frozen convenience foods continue to be a key source of income. Convenience stores are anticipated to add more revenue share soon as they broaden their selection of frozen-ready meals and take advantage of unexplored online sales potential.
- In industrialised nations, where consumption

is higher than in developing countries, ready-to-eat food is growing in terms of popularity. The old paradigm of daily cooking has gradually been abandoned due to the rising number of workers in emerging economies and the trend toward longer and more flexible working hours.

- Two of the most recent industry developments are the advent of new apps that make it simpler for customers to choose their products and do grocery shopping online. Due to its convenience and variety, online shopping is preferred by consumers.

**Restraining factors in the RTE food market**

- The belief that ready-to-eat or processed meals are less healthy than their fresh counterparts is set to impede the expansion of the industry.
- Some RTE foods employ preservatives and additives to prolong shelf life and preserve flavor, which is expected to put off consumers concerned about their health. Demand for products with clear labels

READY-TO-EAT CUP MARKET	
Attributes	Ready-to-eat Cup Market
CAGR (2024 to 2034)	4.0%
Growth Factor	Customization is a popular trend in several industries, and packaging is no exception. Products that let customers personalize their experience are gaining attention.
Key Trends	Convenience-focused products are in high demand, particularly those that can be consumed while traveling. Ready-to-eat cups that are portable and need little preparation are a great fit for people with hectic schedules.

CUSTOMISED PREMIX MARKET:	
Attributes	Customised Premix Market
CAGR (2024 to 2034)	6.1%
Growth Factor	In response to consumer demands for products that are environmentally conscious, brands are embracing eco-friendly packaging materials and placing a strong emphasis on sustainable operations.
Key Trends	Online platforms are being used by brands to facilitate direct-to-consumer sales, giving customers simple access to a vast array of customisable choices.

and no artificial additives is rising.

**Comparative view of adjacent RTE food markets**

- The peer or tangential markets in the food and beverages division are expected to impact the ready-to-eat food market. These include other types of markets, such as the ready-to-eat cup and customised premix

- industries.
- Demand for ready-to-eat cups is projected to expand at a 4.0% CAGR during the forecast period. Manufacturers are using recyclable and biodegradable materials to expand their client base with rising environmentally friendly packaging trend among consumers.
- On the contrary, the customised

premix industry is poised to thrive at a CAGR of 6.1% through 2034. Demand for personalised premixes with functional ingredients and apparent health benefits is rising.

**Increasing reliance on ready-to-eat meals to surge demand in the United States**

The United States is expected to surge





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at a CAGR of 6.5% by 2034. Emerging patterns in the United States market are as follows:

- The United States' market growth is attributed to the country's increasing consumption of ready-to-eat foods, including frozen products such as frozen pizza.
- The affordability of ready-to-eat foods, combined with their quality and freshness, drives the growth of the market in the United States.
- Increasing reliance on ready-to-eat meals among the working population is expected to promote regional market growth.
- The trend toward health-conscious lives is increasing the demand for healthy, fast food alternatives, thereby driving market growth.

Rising disposable income of

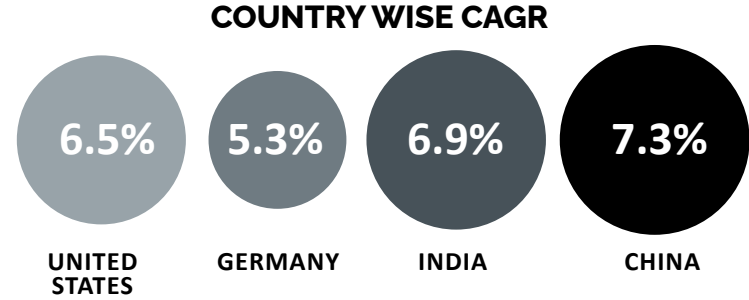
consumers in India to uplift market India's RTE food market is anticipated to expand at an impressive 6.9% CAGR, demonstrating the nation's robust demand for quick & easy food options and its promising future. The factors driving the market are as follows:

- With leading working populations in the world and rising disposable income, the ready-to-eat market expansion.
- Several food items, such as world cuisines, snacks, and traditional Chinese foods, make up India's

Increasing reliance on ready-to-eat meals among the working population is expected to promote regional market growth

food market in India is gaining traction.

- Less time for cooking and food preparation due to the rising urban working cultures and fast-paced lifestyles is fueling



ready-to-eat food market. This diversity caters to the population's varying interests and preferences.

Rise of e-commerce sector in China to gain

traction by 2034

Through 2034, China is projected to expand at a CAGR of 7.3%, driven by the following factors:

- In China, e-commerce is a key factor in distributing RTE food items. Customers can easily buy a range of ready-to-eat meals, snacks, and convenience goods online in China.
- Customers in China increasingly seek ready-to-eat options made with natural and healthier ingredients in line with

worldwide trends. Products that fit into a healthy and nutritious lifestyle are becoming immensely popular.

- Different culinary traditions and preferences are found throughout China's large and diverse areas. RTE food producers are set to modify their offerings to accommodate local preferences and cultural subtleties.

Category-wise insights

The below section shows the dairy products segment dominating by product type. It is predicted to hold a market share of 15.7% in 2024. Based on sales channel, the food service segment is anticipated to



generate a dominant share through 2024. It is set to hold a share of 35% in 2024.

Demand for dairy products to remain high in the market

The dairy products segment is projected to hold a market share of 15.7% in 2024. Ready-to-eat milk-based options such as cheese, yogurt, paneer, and milk-based desserts offer convenience, nutritional value, and







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appeal to a wide range of consumer base.

Innovations in preservation and packaging technologies are extending the shelf life of dairy products, increasing their appeal to end-users seeking portable meal solutions.



Ready-to-eat dairy-based meals for children are specially formulated to meet the nutritional needs of growing kids.

Innovative meals are designed to be

easily consumed without additional preparation, making them a time-saving option for busy parents. The demand for dairy products in the ready-to-eat food market is expected to remain high, driven by consumer preferences for convenient and nutritious options.

**Food service segment takes a lead meeting the on-the-go demand**

The food service sector is the core of the RTE food market, and is expected to hold a significant share of 35% in 2024. The food service industry caters to diverse consumer needs, including restaurants, hotels, cafes, bakeries &

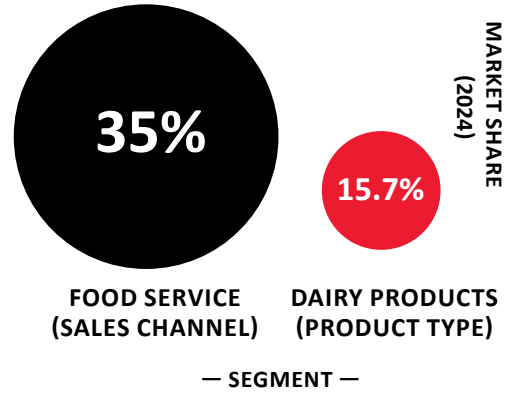
patisseries, and quick service restaurants. The efficiency and convenience of pre-made meals fit the fast-paced food service industry perfectly, contributing to its dominance.

The food service industry is also offering ready-to-eat options on its menus as the trend of ordering in or dining out continues to gain traction. Ready-to-eat products' flexibility to fit different dietary needs and cuisines further solidifies their dominance in the market and positions them as a key factor in the sector's expansion.

**Competitive landscape**

The ready-to-eat food market is fragmented due to several international and domestic

**CATEGORY WISE MARKET SHARE**



companies. Leading manufacturers are focusing on product innovation to meet the emerging health choices of consumers around the world. Key companies are directing toward strategies such as partnerships, innovation, online advertising campaigns, and new product developments to

expand their product portfolios and customer bases.

**Recent Developments**

- In 2022, VegaBytz Company introduced plant-based, 100% vegan meat products in India, offering ready-to-eat meat, chicken, tuna meals, and curry products made from plants.
- In 2021, Nomad acquired Fortenova's Frozen Food Business Group (FFBG) to expand its product portfolio.
- In 2022, McCain Foods acquired Scelta Products. Through this acquisition, the company's position in the prepared frozen appetiser market will be strengthened, and frozen prepared meals are set to gain more creativity and capacity. ■



Source: <https://www.futuremarketinsights.com>



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# Carbon Trust report names Electrolux Group cooling industry leader on climate action



**E**lectrolux Group is leading the cooling industry in reducing the climate footprint of its products, according to a new report by the Carbon Trust and UN Cool Coalition.

The report “Cooling suppliers: A stocktake on the path to Net Zero” provides a snapshot of how the cooling industry is transforming itself to address climate change.

“Electrolux Group stands out as a company that passionately champions sustainability leadership in its business operations. Electrolux Group achieved its place in our ‘Transformers Group’ because

of ambitious SBTi verified climate targets that it achieved three years ahead of time, active support for industry collaborations that encourage climate action by the industry and government, and by use of green financing to retool its factories to build more sustainable products,” explains Paul Huggins, Associate Director, Head of Industrial Decarbonisation at the Carbon Trust.

Electrolux Group is one of only four global manufacturers of products containing refrigerants that have made clear commitments to phase out gases with high global warming potential (GWP) and

have a plan to replace them with low to ultra-low GWP gases.

Since 2019, Electrolux Group has been committed to phasing out high-GWP gases within the Cool Coalition initiative. By the end of 2023, the company had replaced high-GWP gases from 97% of its products containing refrigerants and insulation foams.

“We are using green financing to help us transform into a sustainable business – with a current portfolio of SEK 6.8 billion in green assets that meet our criteria to reduce climate impact according to Electrolux Group Green Financing Framework,” says Elena Breda, Chief Technology and Sustainability Officer at Electrolux Group.

She adds “This green financing is being used to not only replace hydrofluorocarbons (HFCs) with low-GWP gases, but to also improve the energy efficiency of our manufacturing operations by at least 20% and the overall efficiency of our

products by at least 15%.”

What is the Carbon Trust?

The Carbon Trust is a United Kingdom-based Organisation with the mission to accelerate the move to a decarbonised future. As a climate pioneer for more than 20 years, the trust partners with leading businesses, governments and financial institutions to accelerate their route to net zero.

What is the Cool Coalition?



The Cool Coalition is a global multi-stakeholder network led by the United Nations Environment Programme (UNEP) that connects a wide range of key actors. Together with its partners, the Cool Coalition works to accelerate the global transition to efficient and climate-friendly cooling. ■

Electrolux Group is one of only four global manufacturers of products containing refrigerants that have made clear commitments to phase out gases with high global warming potential (GWP)







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# Qatar International Food Festival concludes its 13<sup>th</sup> edition as a culinary triumph

impressive 266,698 visitors.

The closing day was attended by H.E Mr. Saad bin Ali AlKharji, Chairman of Qatar Tourism and Eng. Abdulaziz Ali AlMawlawi, Chief Marketing and Promotion Officer of Qatar Tourism, among other dignitaries where they took a tour at the festival.

Celebrating the Moroccan Year of Culture 2024, Qatar's longest running food festival provided visitors with ample opportunities

The thirteenth edition of the Qatar International Food Festival (QIFF) concluded recently after a successful 11-day run at the Family Zone Doha Expo 2023 at Al Bidda Park. This year, QIFF saw record-breaking numbers, with the highest number of visitors on a single day in its history - 24, 000 on Qatar National Sports Day (February 13) and total number of attendees throughout the festival was an

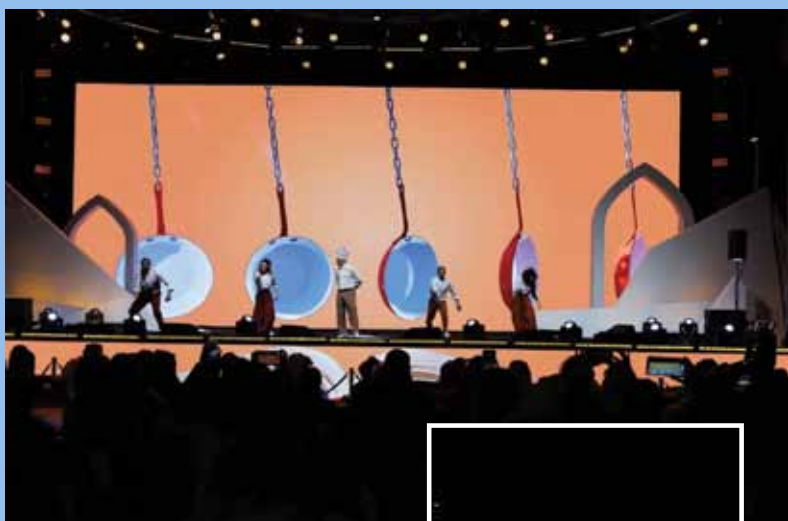


Image Courtesy:  
Qatar Tourism





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to experience gastronomic activations, such as F&B stalls, live cooking shows, and children’s entertainment. QIFF 2024 hosted over 100 cuisines with a variety of different kinds of foods.

Hessa Al-Thani, Head of Marketing Planning at Qatar Tourism, said, “The Qatar International Food Festival (QIFF) is one of the longest running events and the longest running food festival in Qatar’s event calendar. QIFF 2024 has witnessed a large number of visitors from all ages, genders, and nationalities. In its 13th edition, the festival has proven once again how important and loved it is. For such legacy events we strive to annually upgrade our programs, introduce new attractions, and themes. We extend our gratitude to all participants, partners, and visitors for contributing to the festival’s triumph, and we remain committed to



showcasing Qatar as a premier destination for culinary exploration on the world stage.”

This year’s celebrity chefs included MasterChef India 2010 (the first season) winner Pankaj Bhadouria and MasterChef India 2013 finalist, Aruna Vijay.



### KEY HIGHLIGHTS

**Dinner in the Sky**  
The ‘Dinner in the Sky’ program allowed visitors to have meals on a platform 40 meters high in the air three times a day

at High Tea, Sunset Flight, and Dinner. Visitors were buckled into the seats, then elevated and served meals with some of the most scenic views of the city.

**Paramotor shows**  
QIFF 2024 displayed paramotor shows daily at night. Visitors enjoyed watching drone shows with fireworks which flew across the sky in various patterns, contrary to conventional firework shows.

**The Cooking Studio**  
One of the most popular activations at QIFF this year was the

Cooking Studio wherein local and international world-class chefs demonstrated live cooking. Chef Zarmig, owner of Mamig Restaurant, ran the cooking shows alongside renowned chefs from Qatar as well as regional and international. Chef Mohammed Jassem Abdullah demonstrated his signature ‘Shrimp Majboos’ dish. Turkish Chef Dora Nuket presented an artistic cake décor, while Chef Eric Lanlard made special French desserts, to name a few. Three football legends from

Paris Saint-Germain, Ronaldinho, Makalele and Pastore, also assisted a live cooking session with Chef Alexandre Guillo.

**Healthy bites**  
As QIFF coincided with Qatar National Sports Day this year, there were plenty of healthy options and demonstrations that encouraged healthier nutrition to visitors. Chef Hamad Alhajri prepared the ‘Qatari Healthy Majboos’ on Sports Day at the

Bagatelle Beach Club, and Berenjok, which provided a fine-dining luxury experience to visitors.

**Qatar Calendar booth**  
The Qatar Calendar interactive booth was nestled at QIFF this year as a platform for visitors to engage with representatives of Qatar’s events calendar for 2024. With Qatar hosting over 80 unique events this year catering to people of all ages and

Celebrating the Moroccan Year of Culture 2024, the festival provided visitors with ample opportunities to experience gastronomic activations

Cooking Studio. The panel discussion ‘Vegan Talk: from farm to table, nutrition and more’, was hosted with plant-based Chef Gaz Oakley, sustainable entrepreneur Ghanim Al Sulaiti, vegan Chef Lorena Loriato, and health coach Layla Al-Dorani, who discussed veganism and health. Healthier options included Evergreen Organics, Game Changer, Torba Market, and more.

**The Lounge**  
Aura Hospitality & Food Services hosted the ‘Luxury Court’ at this year’s festival. Restaurants included Beef Bar, Viva La Vida Qatar, Sazeli Qatar,

tastes, the Qatar Calendar booth was an important part of QIFF to raise awareness about the touristic landscape of the country.

**Popular kiosks**  
QIFF saw a large number of visitors every day with a few kiosks being the most popular. ‘Koshari Abou Tarek’, one of the international stalls this year from Egypt, saw one of the longest lines at QIFF, with over 40 people in line at a time. ‘Milky Ice’ sold Qatar’s tallest ice cream and had one of the longest waiting lines due to its popularity amongst children. ■



Image Courtesy: Qatar Tourism



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# Eight, Mall of Asia, Bengaluru



**BELLONA HOSPITALITY, THE HOSPITALITY arm of The Phoenix Mall of Asia, has announced the launch of Eight, a luxury Pan-Asian bar and restaurant, making its debut in Bengaluru. Nestled in the heart of the city's premier luxury retail destination, Eight is set to redefine Bengaluru's cocktail and culinary landscape with innovative East & Oriental flavours. Inspired by the rich legacy of the ancient lands of the Orient, Eight has geared up to create an odyssey of taste and tradition. As the third outlet of the celebrated brand and the first in Bengaluru, Eight is set to become a cultural and gastronomic haven, seamlessly blending eclectic shopping with luxury dining.**



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Spearheaded by Prashant Issar, Director, Bellona Hospitality and culinary maestro Chef Sagar Sarkar, Eight takes its name from the luckiest number in China, where Eight embodies qualities such as intuition, wealth, prosperity, innovation, abundance, strength, and tradition. The bar, cleverly dividing the space, features a corrugated corten steel apron and metal bulkhead intertwined with rice paper. With an exquisite and authentic culinary experience, guests can savour delicacies from Canton, Hongkong, Taiwan, Malaysia, Japan, along with signature dishes from forgotten regions of China.

Designed with a touch of Asian opulence, the bar and restaurant exude sophistication for a discerning audience. Stained wood railings, contemporary Asian chairs, and faux stone walls all adorn the lobby. The focal point of Eight is the bar, which divides the space into four sections that are accessible from all directions. Intimate table settings are made private by metallic glass panels and wood, with hand-painted calligraphy on textured blue walls. A raised floor section offers glimpses into the kitchen, adjacent to a serene terrace adorned with tall-back Asian-style sofas and an eclectic mix of chairs. The towering metal and glass doors that lead guests effortlessly from the front to the restaurant and patio at the back are striking features. Everyone who enters Eight at Phoenix Mall of Asia is guaranteed a first-rate, culturally infused eating experience thanks to its carefully planned layout.

Embodying the fusion of a chic gastropub ambience with cutting-edge Asian cuisine, Eight opens with the promise to enrapture and elevate Bengaluru's gastronomic landscape. Following triumphant launches in Mumbai and Lucknow, Eight is ready to open its doors to South India. ■





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# Ginger Changodar

**INDIAN HOTELS COMPANY (IHCL)**, India's largest hospitality company, has announced the opening of Ginger Ahmedabad, Changodar. The hotel's lean luxe design philosophy allows guests to seamlessly blend work and leisure in vibrant, contemporary spaces.

The 102-key hotel is centrally located in the heart of Changodar, minutes away from the SG Highway and a short drive to other important cities. Guests can savor delectable culinary delights at Qmin - the signature all-day diner or maintain their fitness routine at the fitness center. Ginger Ahmedabad, Changodar also features over 4,600 sq ft of meeting and banquet facilities.

Changodar, situated in the southern suburbs of Ahmedabad, is a thriving hub for business and is a prime residential locale. It is home to diverse manufacturing and pharmaceutical industries.

With the addition of this hotel, IHCL will have seven hotels across Taj, Vivanta and Ginger brands in Ahmedabad. ■



# Ginger MOPA, Goa

**INDIAN HOTELS COMPANY (IHCL)** has also announced the signing of a Ginger hotel at Manohar International Airport (MOPA) in Goa. The 60-year sub-license agreement was signed between GMR Goa International Airport (GGIAL) and Roots Corporation (RCL), a wholly owned subsidiary of IHCL.

The 300-key hotel spread over two acres will be a part of the well-planned aero-city development with retail and hospitality presence in the first phase. The hotel will feature Qmin, the signature all-day diner offering a variety of global and local favourites and a well-equipped fitness centre. It will cater to both business as well as leisure travellers. It is slated to open in 2027.

With the addition of this hotel, IHCL will have 15 hotels in Goa, including 4 under development. ■





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## Ekante Bliss – IHCL Seleqtions, Tirupati



**INDIAN HOTELS COMPANY (IHCL)** has announced the opening of Ekante Bliss, an IHCL Seleqtions branded hotel in Tirupati, Andhra Pradesh. The city is home to the sacred shrine of Tirumala Venkateswara Temple.

The 113-key Ekante Bliss - IHCL Seleqtions is strategically located in the heart of the city, a convenient drive from Tirupati Airport, and offers a captivating view of the Tirumala temple. The hotel's elegant décor, inspired by the temple, incorporates refined design elements that pay tribute to this iconic spiritual site. Guests can indulge in an array of culinary delights at Vyom, the all-day diner, Azure the open-air café, unwind at Amruth the bar, or rejuvenate at the swimming pool and a state-of-the-art fitness centre. The hotel also features



expansive event spaces, complete with versatile pre-function areas, perfectly suited for hosting both intimate gatherings and lavish celebrations.

With the addition of this hotel, IHCL will have six hotels across Taj, Seleqtions, Vivanta and Ginger in Andhra Pradesh including one under development. ■



## Zip By Spree Hotels Gangtok

**SPREE HOSPITALITY, A SUBSIDIARY** of EaseMyTrip has announced the grand opening of its latest addition, Zip by Spree Hotels located in the serene city of Gangtok, Sikkim. This new establishment reflects Spree Hospitality's commitment to providing exceptional experiences and redefining luxury for its valued guests.

Zip By Spree Hotels is located on Tibet Road, representing an enchanting blend of sophistication, efficiency, and modern comfort. Its strategic location, just a short walk from MG Marg, enhances the guest experience with the added convenience of exploring the vibrant heart of the city. The hotel boasts an impressive array of spacious and state-of-the-art rooms, meticulously designed to provide an outstanding staying experience. Each room is a beautiful combination of modern aesthetics and traditional warmth, ensuring a retreat of comfort for every guest.

Adding a unique touch to the offerings is the Chesum Temple Room, a distinctive Buddhist Temple room where guests can engage themselves in prayer and immerse themselves in a tranquil cultural experience. The hotel also offers an enchanting rooftop restaurant, Treat, providing a panoramic view of the mountainous city, nestled in the heart of Sikkim. ■



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# There is a growing demand for functional and healthy drinks

**Sarang Somaiya**, Director, Ashtakshar Gains LLP, which imports and markets the premium energy drink Freego in India, speaks about the functional drinks market and how the government can drive its growth



## What are the current trends in the food processing industry?

Current trends in the beverage industry in India include growing demand for functional and healthy drinks, increased focus on sustainable and eco-friendly practices, and

the emergence of innovative flavours and ingredients.

## What further role can the government play in the future of food processing?

The government can contribute to the future of the beverage industry by supporting research and development, promoting sustainable practices, and implementing policies that ensure food safety and quality standards.



“

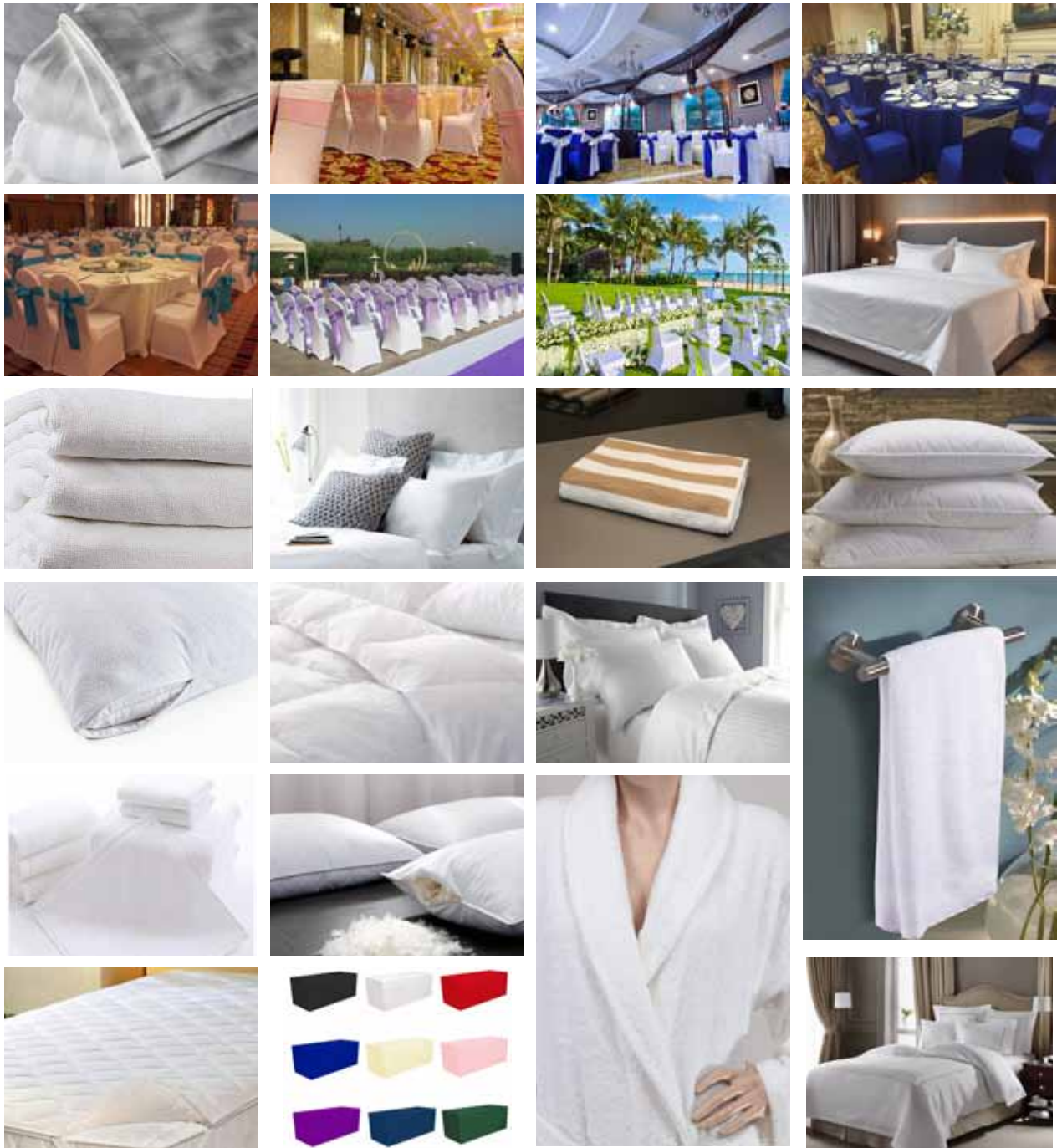
**As a brand, future plans involve expanding product lines to meet health-conscious consumer preferences, adopting sustainable packaging practices, and leveraging digital marketing to reach a wider audience in the evolving beverage market in India**

SARANG SOMAIYA

## What are your future plans as a brand?

As a brand, future plans involve expanding product lines to meet health-conscious consumer preferences, adopting sustainable packaging practices, and leveraging digital marketing to reach a wider audience in the evolving beverage market in India. ■





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**N**UVO has introduced Itameshi cuisine to the vibrant city of Pune. Originating from the post-World War II era, Itameshi is a unique culinary gem that intertwines the rich traditions of Japanese and Italian cuisines, creating a distinctive and delectable fusion. The cuisine emerged in the aftermath of the war when

Japanese society encountered a wave of Western cultural influences. European soldiers, serving as ambassadors of their rich heritage, introduced the Japanese locals to various aspects of their culture, including the tantalising world of Italian cuisine. This marked the beginning of a culinary fusion that would later be known as Itameshi.



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Driven by curiosity and a deep-rooted commitment to their culinary traditions, the Japanese embraced this new influence, embarking on a journey of flavour exploration with Western ingredients and cooking techniques. The result was a

harmonious fusion of Japanese and Italian culinary elements, creating a distinctive and evolving gastronomic landscape.

“It is with immense pride that we bring Itameshi cuisine to Pune, a city known for its appreciation of diverse culinary

Originating from the post-World War II era, Itameshi is a unique culinary gem that intertwines the rich traditions of Japanese and Italian cuisines

experiences. Our dedication to the fusion of flavours in

Itameshi is a tribute to the resilience and adaptability of the




Japanese people, showcasing how history has shaped our appreciation of diverse culinary influences. NUVO's commitment to delivering a unique dining experience is reflected in every aspect of our Itameshi offerings, from the carefully sourced ingredients to the thoughtful adaptation of century-old recipes," said Supreet Roy, General Manager, Sheraton Grand Pune Bund Garden Hotel.

Guests can look forward to a dining experience steeped in tradition and innovation with delightful creations like Japanese-Style Pasta, where miso, soy sauce, bonito flakes, or seaweed fuse seamlessly; Matcha Tiramisu, a delightful twist on the classic Italian dessert infused with Japanese matcha green tea powder; Tempura-style Fried Caprese, to Sake Risotto, and the Volcano Crab Roll, a fusion of soft shell crab, avocado, cucumber, crab sticks, and Italian chili sauce. ■





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- Suspension drink stabilizer
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- Suspension beverages
- Tooth paste
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- Tissue culture

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- Water dessert jelly / cup jelly
- Meat and plant based meat applications
- Gummy bear
- Cheese

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- Toppings
- Yoghurt

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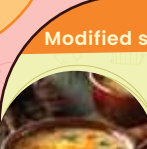
- Mayonnaise
- Ice cream
- Sauce
- Fruit juice

### Carboxymethyl Cellulose (CMC)



- Ice cream
- Milk shake
- Frappe
- Cakes

### Modified starch



- Sauce
- Waffles
- Soup
- Stew
- Tart

### Guar gum/ Modified Guar Gum



- Meat and plant based meat application
- Sauce
- Ice cream
- Personal care

### Sealife (Vegan Dietary Fibre)



- Iodine fortified foods
- Food for dysphagia disorder
- Energy bar
- Palatable foods

### Xanthan Gum



- Mayonnaise
- Sauce
- Ice cream
- Salad dressings

### Curdlan Gum



- Tofu
- Fish balls
- Bake stable fillings
- Meat and plant based meat applications

### Konjac (Powder/Gum)



- Noodles
- Pasta
- Jelly
- Cookies

### Locust bean Gum



- Condiments
- Meat and plant based meat application
- Ice cream
- Sorbet

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## Retail



## Instant Dessert Premixes







## ITC Hotels Historic Vehicles Drive has theme of Wheels to Vision



### IWOH News

**ITC WINDSOR & ITC GARDENIA**, in association with the Federation of Historic Vehicles of India (FHVI), hosted the iconic “Historic Vehicles Drive 2024” recently.

The event was flagged off by Senior IPS Officer M A Saleem, Director General of Police, (CID) Economic offences & Special units, Karnataka, Bengaluru.

This year the event focussed on visually impaired people with the theme of “Wheels to Vision”. ITC Hotels Bengaluru & FHVI came together to support the cause of the Visually Impaired by onboarding

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“Shraddha Eye Care.” As part of this initiative, 30 kids with visual impairment joined the drive and navigated through a specially curated map. ITC Hotels espouses the values of Diversity, Inclusivity, and Equity by raising awareness about people with special abilities.

Under this initiative, Shraddha Eye Care had set up a camp to encourage and register people to volunteer for eye donation & spread awareness about preventable blindness.

About 100 vehicles, which comprised 65 cars & 35 bikes, drove through the key landmarks of Bengaluru, including Vidhan Soudha, MG Road, and Cubbon Park painting a picturesque landscape of Bengaluru. This annual event by ITC Hotels, witnessed the presence of car enthusiasts, media fraternity, automotive content creators & the netizens of Bengaluru. ■

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# ITDC launches it's first ever mascot- Adyant; unveils a new wedding campaign

India Tourism Development Corporation (ITDC), a public sector corporation under the aegis of Ministry of Tourism, launched a new mascot Adyant- 'From Beginning to End' along with a fresh tagline, 'Sabse Shresth Atithi ki Aur' tapping on the growth wave recorded in the past two years. They also unveiled their latest wedding teaser as part of the 'India Says I Do' campaign

BY SALONI BHATIA



After 58 years of its inception, ITDC took a step towards rebranding and launched a new tagline, mascot, and wedding campaign in New Delhi on February 19. Speaking at the launch, Sambit Patra, Chairman, ITDC, said, "In the history of its functioning ITDC has recorded tremendous growth in the last two financial years showcasing a 24 per cent year-on-year hike in profit. Taking this

forward it is the right time to rebrand and structure ITDC as the forefront of guest

experience. Adyant, represents resilience, hard work, and a 360-degree point

of view of ants that truthfully represents this organisation and its services. The changing dynamic of India's position in the world offers the right opportunity for ITDC to grow by leveraging its current assets." Unveiling the

It is the right time to rebrand and structure ITDC as the forefront of guest experience







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wedding teaser that will be part of the marketing promotions, Manisha Saxena, Director General, Ministry of Tourism, stated, "Focusing on the property this rightfully aligns with Prime Minister's vision of, 'Wed in India'. This iconic property in the heart of India showcases the numerous opportunities of the wedding segment in the country. This new teaser will attract people across the world to drench

in the cultural diversity of India. It further offers a boost to the 'India says I Do' campaign that emphasises the vast infrastructure and diverse venues available across the country."

M.R. Synrem,

IAS, Managing Director of ITDC, stated, "We received 60 applications for the mascot from students of the National Institute of Design, Ahmedabad (NID). This marks a significant milestone for ITDC, showcasing the team's dedication towards hospitality. As ITDC we are

service in the tourism sector, reflecting its journey towards excellence. On the other hand, Adyant, was selected through a contest organised amongst the students of the National Institute of Design, Ahmedabad (NID). The ant, symbolising teamwork,

showcasing ITDC's commitment to providing exceptional 360-degree tourism services.

ITDC was incorporated in 1966 with a mandate to develop and expand tourism infrastructure in the country. The Corporation has been moving ahead with consistent efforts on development, growth and world-class services and amenities to its guests. Apart from running hotels, ITDC has diversified into non-hotel sectors like Ticketing, Tours and Travels, Event Management, Duty-Free Shopping, Publicity & Printing Consultancy, Engineering Consultancy, mounting Sound & Light Shows, Hospitality Education and Skill Development. ■

Adyant, was selected through a contest organised amongst the students of the National Institute of Design, Ahmedabad (NID)

not only looking at new branding but new opportunities to streamline our services and make it a benchmark for hospitality."

The tagline symbolises ITDC's dedication to delivering unmatched hospitality and

innovation, sustainability, cost-effectiveness, and a pioneering spirit, perfectly embodies the values, vision, and objectives of ITDC. With its friendly appearance, the mascot serves as a welcoming guide for travellers,





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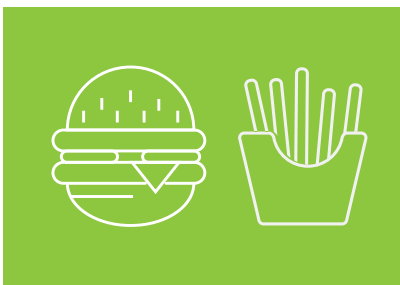
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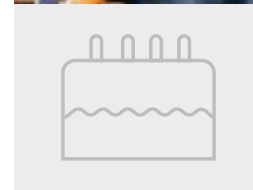
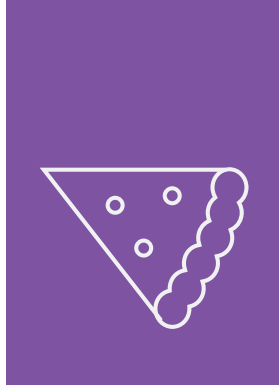
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# World Food India 2024 to be organised in September 2024 in New Delhi

IWOH News

**THE SECRETARY, MINISTRY OF** Food Processing Industries (FPI), Smt. Anita Praveen chaired the roundtable interaction with industry at Invest India here recently. The primary focus of the meeting was to brief the industry on the next edition of World Food India 2024 to be organised from September 19 to 22, 2024.

The meeting deliberated on the involvement and expectations from the industry in the event and marked a continuation of a series of discussions aimed at informing stakeholders about the Ministry's action plan for World Food India 2024 and exploring potential areas of collaboration. Senior representatives from key agri-food companies actively participated in this roundtable session.

In her keynote address, Secretary, MoFPI mentioned the growth and vast opportunities present in the food-processing sector. She added that the ministry is organising the 3rd edition of the highly anticipated World Food India event, envisioning an even larger scale compared to the previous 2023 edition. The Secretary extended a heartfelt invitation to

all companies to participate in the event with great enthusiasm in the Mega Food Event scheduled to take place from September 19 to 22, 2024 in New Delhi.

Additionally, the participating companies enthusiastically expressed their interest in joining World Food India-2024, demonstrating their readiness to exhibit their products and technologies in dedicated stall spaces. The participating companies demonstrated strong interest in collaborating with the Ministry of Food Processing Industries for the planned event sessions. Noteworthy suggestions and feedback were received and discussed.

The Secretary, Food Processing Industries (FPI) concluded her remarks by urging all stakeholders to come together and collaborate to ensure the success of the event. She emphasised the significance of harnessing individual strengths and providing supplementary support to foster robust partnerships and engagement from a diverse range of stakeholders.

Furthermore, the Investment Facilitation Cell (Invest India) received instructions to stay in touch with the companies to firm up the participation details. ■

In her keynote address, Secretary, MoFPI mentioned the growth and vast opportunities present in the food-processing sector

## Hotelogix closes 2023 on a high note, driving cloud adoption by hotels across the world

**HOTELOGIX, A GLOBALLY LEADING** cloud-based hospitality technology provider, has announced the successful closure of 2023, driving cloud adoption by hotels across the globe and making some significant improvements in its Hotel Property Management System (Hotel PMS).

Speaking on the global hotel industry's rapid adoption of cloud solutions in 2023, Sivaprasad Gangadharan, Chief Sales Officer, Hotelogix, said, "This shift towards digital agility was a transformative strategy to enhance guest experiences and propel business growth. At Hotelogix, we were at the forefront of this evolution, guiding hotels in harnessing the power of the cloud via our matured product."

In 2023, Hotelogix rolled out a series of feature updates to enhance user experience and streamline hotel operations. These updates include the rollout of Version 2.5

of the Hotel PMS. With improved UI elements, a sleek look, simple workflows, and intuitive navigation, the PMS has become simpler, better, faster, and smarter. "These improvements are deeply functional, designed to empower hotel staff with easy access to key work areas within the PMS. It would help the management run their business with better control," he added.

Considering hotel groups' growing inclination towards gaining centralised control over operations, Hotelogix introduced several central-level reports so that they can make data-driven decisions and drive growth. It has also extended its solution's capabilities through integrations with several top-tier third-party solutions, providing 360-degree operational efficiency for them. Notable integrations include SynXis Central Reservation System, Lybra Revenue Management System, QuickBooks for accounting and Gupshup for guest communication. ■

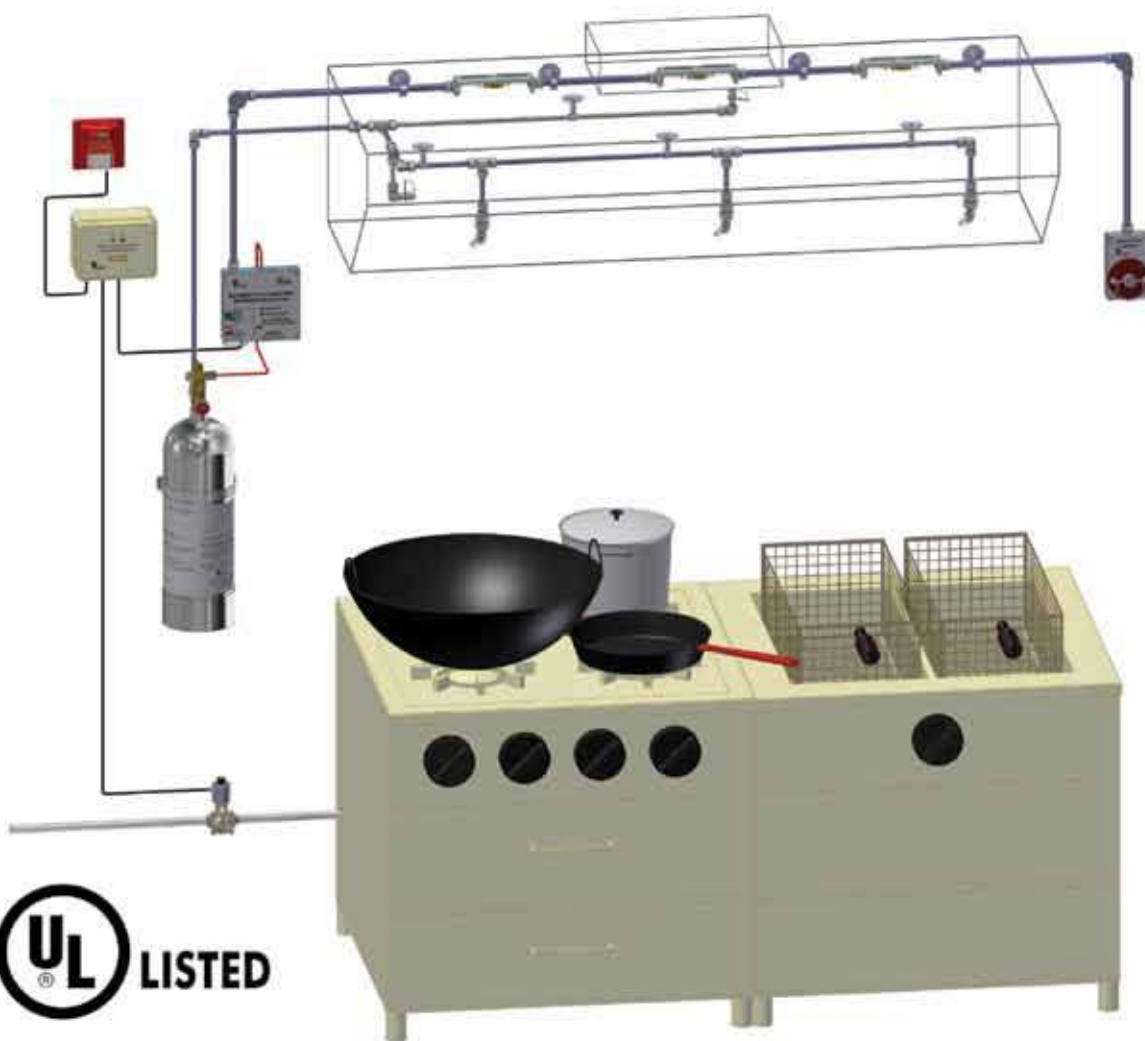








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# Amoda India elevates hospitality experience using linen excellence

Rahul Agrawal | Director, Amoda India



“  
From its humble beginnings, the company set out to redefine hospitality linen, blending traditional craftsmanship with modern innovation

RAHUL AGRAWAL



In the realm of hospitality, where every detail matters, the quality of linen can make a profound difference in guest experiences. Amoda India stands as a beacon of excellence in this domain, transforming the hospitality landscape with its premium linen offerings. From luxurious room linen to plush bath towels and elegant F&B linen, Amoda India has carved a niche for itself as a trusted partner for hotels, resorts, and establishments worldwide.

A legacy of craftsmanship

Founded in 1995, Amoda India embarked on a journey fuelled by a passion for craftsmanship and a commitment to quality. From its humble beginnings, the company set out to redefine hospitality linen, blending traditional craftsmanship with modern innovation. Each product bearing the Amoda India label reflects the dedication and expertise of skilled artisans who strive for perfection in every stitch.

Uncompromising quality  
At the heart of

Amoda India's ethos lies in an unwavering commitment to quality. From the selection of premium materials to the meticulous manufacturing process, every aspect is carefully curated to ensure excellence. Amoda India's products undergo rigorous

quality control measures to meet the highest standards of durability, comfort, and aesthetics. The result is linen that not only enhances the ambiance of hospitality spaces but also withstands the rigors of daily use.

**Tailored solutions for every need**  
Recognising that every establishment is unique, Amoda India offers a diverse range of linen solutions tailored to suit varying requirements. Whether it is a boutique hotel seeking bespoke linens to reflect





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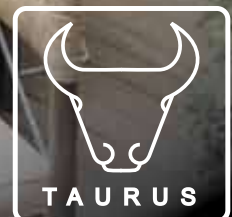
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From responsibly sourced materials to energy-efficient production methods, sustainability is woven into the fabric of Amoda India's operations, ensuring a positive impact on both guests and the environment

its distinct style or a luxury resort aiming to create an unparalleled guest experience, Amoda India delivers customised solutions that surpass expectations. From classic designs to contemporary patterns, Amoda India's portfolio caters to a wide spectrum of preferences, ensuring that every guest feels pampered and indulged. **Innovation and sustainability** Innovation lies at the core of Amoda India's philosophy, driving continuous improvement and evolution in its product offerings. The company invests in research and development to stay abreast of emerging trends and technologies, integrating innovative features



and materials into its designs. Furthermore, Amoda India is committed to sustainability, employing eco-friendly practices throughout its manufacturing process. From responsibly sourced materials to energy-efficient production methods, sustainability is woven into the fabric of Amoda India's operations, ensuring a positive impact on both guests and the environment.

support, Amoda India's dedicated team goes the extra mile to ensure client satisfaction. The result is a synergy of expertise and vision that elevates the guest experience to new heights.

**A global presence, local touch**

While Amoda India boasts a global presence, with its products gracing hospitality establishments across continents, it remains deeply rooted in its Indian heritage. Drawing inspiration from India's rich textile traditions, Amoda India infuses its designs with elements of cultural richness and timeless elegance. This unique blend of global expertise and local sensibilities sets Amoda India apart, offering clients the best of both worlds.

**Looking ahead**  
As Amoda India

continues to tread the path of excellence, its vision remains focused on redefining hospitality experiences through superior linen solutions. The company's unwavering commitment to quality, innovation, and sustainability serves as a beacon of inspiration for the industry at large. With each product bearing the Amoda India insignia, guests can expect nothing short of excellence, comfort, and luxury.

In conclusion, Amoda India's journey is a testament to the transformative power of passion, craftsmanship, and dedication.



By elevating the standards of hospitality linen, Amoda India has not only redefined guest experiences but also set a new benchmark for excellence in the industry. As the company continues to innovate and evolve, its legacy of luxury and quality is poised to endure for generations to come. ■





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## “We see an upswing in all forms of dining out”

**Neeraj Seth**, Managing Director, Trufrost & Butler, Trufrost Cooling, talks about the dynamics of the equipment market - be it bakery, refrigeration and others - and the company's future footprint

### Current state of demand in refrigeration business in hospitality/ HoReCa?

There is a definite buzz in the hospitality ecosystem with the hotel industry leading the way. In addition, we see an upswing in all forms of 'dining out' ranging from fine-dining restaurants, coffee shops, QSRs to bars & pubs. The increased travel has also led to brisk activity at airports and highway stops alike. The delivery business too is going through a process of re-invention but demographic factors augur well for a long-term play of both - the online as well as offline businesses.

### Innovation is the key and has its own share of risk...

We value innovation, embrace the advancements

in technology proactively and are always looking to push the bar. We bring the best of the best, with international market leaders like Rational & La Cimbali, and cutting edge machinery by Trufrost & Butler. We were at the forefront of innovation even we set up our first entrepreneurial venture, Celfrost way back in 2004. At Trufrost & Butler, this has become even more pronounced and innovation defines us. Based on customer feedback and aided with technological advancements in equipment space, we have obsoleted many of our best selling products in our short history of 5 years. This is primarily to bring in new features in several of our product categories ranging from bakery

mixers, bakery ovens, confectionary showcases, wine coolers & bar equipment, soft ice cream freezers, coffee machines, coffee beans grinders, commercial blenders, cold rooms and professional refrigerators. In many of the product categories, the innovative features have been combined well with a 'value for money' pricing to expand our reach beyond the international QSRs to the vast number of indigenous QSR and coffee chains to enable them in getting aggressive with their growth plans.

### Future plans as a brand?

Our twin brands, Trufrost and Butler have been very well received across the Indian, the Middle East and Africa markets. Some of our products have been successfully sold in Europe as well. Within India, our future plans include an expansion into the tier 2 and tier 3 towns on one hand and to be a preferred equipment partner for various chain accounts in the QSR and Coffee segments. In the QSR space, we



would like to mean a lot to the pizza, burger, biryani and momo chains amongst others whilst in the growing coffee business our focus would be on commercial as well as speciality coffee business. Aggressive marketing of Rational and La Cimbali brands which will

Customer experience over equipment sales is a mantra that truly defines Trufrost & Butler. We don't like to limit ourselves to just selling our equipment. We want to take a more collaborative approach with our customers - helping them take a more informed decision and enabling them to experience the value we add to their businesses. Our Culinary Labs & Experience Centres are a medium for us to do just that. With 3 state-of-the-art Culinary Labs in Gurugram, Mumbai and Bengaluru, and more on the cards in the coming years, our experience centres are a space for you to come and explore, to 'touch & feel' our equipment, the finish, the quality - to try before you buy. This helps you to make a balanced decision about what goes into your kitchens, bars, cafes & hotels. Our team of corporate chefs and baristas are there to ensure a happy marriage between the right equipment & the ideal recipes delivered at amazing consistency to ensure you always have a happy customer. ■



also receive due attention in our growth story. We are also bolstering our service infrastructure and reach as an enabling factor for the growing foodservice industry.

However, our most passionate focus continues to be our Culinary Labs & Experience Centres.





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# Embedding ESG in travel

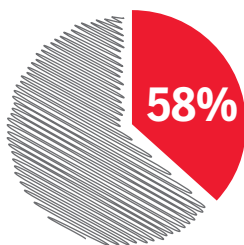
Amadeus research reveals how organisations in India are increasingly embedding environmental and social sustainability initiatives across the travel industry

**E**SG decision makers call for increased investment, more widespread technology adoption, and C-suite buy-in. Travellers are increasingly demanding that travel experiences align with their values and expectations when it comes to sustainability.

Against this backdrop, Amadeus commissioned research among 80 senior sustainability decision makers across India and seven segments of the travel industry to gain insight on ESG ambitions, priorities, and challenges.

The study revealed optimism for the global travel industry about hitting the UNWTO-proposed goal to reach net zero by 2050. 79% of ESG decision makers believe the industry can reach its target. Of that 79%, 43% believe it is possible to reach without any adjustments, while 36% believe it is possible, but progress needs to be accelerated urgently.

Key to this is a focus on action. 92% of those surveyed have a step-by-step strategy in place to help them achieve environmental



**58% of travel companies in India to increase ESG investment in 2024 with technology seen as key enabler**

sustainability objectives or are planning to implement one in 2024.

95% of respondents are either currently active or plan to be actively involved in social sustainability initiatives that impact beyond their organization. This commitment was matched by increased investment, with 58% of respondents anticipating investing more in 2024 than last year.

Despite the optimism, the study identified barriers to delivering on environment, social and governance initiatives:

- 41% cited cost as the biggest barrier for environmental commitments, followed by C-suite buy-in (40%), and then lack of

technology and knowledge (26%).

- For social initiatives, the biggest barriers include lack of knowledge (35%) and C-suite buy-in (34%), and lack of technology (30%).
- For governance initiatives, the barriers highlighted include lack of knowledge (40%), complex legal obligations (31%), and not enough guidance from industry bodies (29%).

Notably, the study highlighted a clear and recognised role for technology to help the industry reach its ambitions. 91% of respondents indicated technology is important to help organisations achieve environmental sustainability objectives, with 89% saying the same for social objectives.

- 34% of respondents highlighted technology solutions that help removing CO2 from the atmosphere as the technology with the highest potential to accelerate environmental sustainability.
- 31% said access to data to allow for true

personalisation across all stages of the travel process, from inspiration, on-trip, destination and post-trip would be important.

- 30% said more advanced search capabilities allowing travellers to understand the different environmental impact of available travel choices had the most potential.

“As the travel industry continues to navigate the complexity of delivering on ESG targets, I’m encouraged by the optimism and the commitments being put in place - from investments to strategic planning to technological solutions. At

more efficient and enabling travelers to make more informed choices. Together, we can make travel more sustainable,” says Jackson Pek, SVP and Group General Counsel, Amadeus.

“We are pleased to see the growing emphasis on ESG investments within the Indian travel industry. Surveys like these are crucial benchmarks for assessing our industry’s progress and identifying areas for improvement.

At Amadeus, we look forward to continue supporting our customers and partners across the region on their ESG journeys, fostering sustainability through innovation and collaboration,” says Mani Ganeshan, SVP - Travel Distribution Engineering and Center Head - Amadeus Labs India.

## Methodology

The survey was conducted from September to October 2023 by strategic insight company Opinium Research. The findings are based on 896 senior decision makers responsible for sustainability and ESG across the travel industry. ■



Amadeus, we’re working to embed ESG at the core of our business, supporting travel players on their journey to becoming



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# Nothing Before Coffee (NBC) sets sights on nationwide expansion



**N**othing Before Coffee (NBC), a QSR coffee chain, has announced the opening of its 50th store in the

city at Malviya Nagar, New Delhi, offering an exclusive opportunity for people across regions to enjoy high-quality, flavourful brewed coffee & beverages at

economical prices.

Established in 2017 by school friends Akshay Kedia, Anand Jain, Ankesh Jain, and Shubham Bhandari, with a focus on providing high-quality coffee and creating welcoming spaces, the Coffee brand has gained a loyal customer base in India. NBC has now emerged as a beacon of excellence in delivering quality coffee experiences, captivating patrons not only in Jaipur but across 10 states and 26 cities.

Nothing Before Coffee currently has 50 stores wherein the company added 25 new outlets in FY 2023-24 till now, the leading coffee chain is present in 26 cities and has added 8 cities this year which is “the highest-ever store addition”. NBC is looking to rapidly expand its presence in the coming years. NBC has a collaboration agreement with Building Brands for

Tomorrow (BBFT), a leader in restaurant franchising and startup growth consulting. BBFT has a wealth of knowledge and expertise in helping





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AKSHAY KEDIA,  
FOUNDER & CMO,  
NOTHING BEFORE  
COFFEE

restaurants and retail businesses acquire investors and expand their footprints through franchising. Through this partnership, BBFT will accelerate the overall expansion of Nothing Before Coffee's franchise network in India.

The store spans 550-600 sq. ft. of retail space and offers ample indoor seating for coffee enthusiasts to relax, work, or socialise while enjoying their brews along with a diverse menu boasting over 100 meticulously crafted beverages, including the famed 'Shrappe' - a delightful fusion of frappe and shake.

The brand's core values, including offering 100% vegetarian options, embracing 'global

quality, local pricing,' and catering to customers of all age groups, have solidified its position as a leader in the QSR landscape. Beyond the brew, NBC takes immense pride in its dedication to quality. Each outlet ensures top-tier coffee beans and highly trained baristas, guaranteeing an exceptional coffee experience with every visit.

"As we embark on this monumental milestone, we are filled with gratitude for the unwavering support from our cherished patrons. The launch of our 50th outlet is not just a numerical achievement; it's a testament to our commitment to crafting exceptional coffee experiences. Our vision is to become the household name for coffee and beverage cafes in Tier 1 & Tier 2 cities of India and beyond, offering a convenient and delicious coffee experience. We believe in the power of coffee to bring people together, and we're excited to share that with our customers," said Akshay Kedia, Founder & CMO, Nothing Before Coffee.

"The market is experiencing a significant demand for reasonably priced coffee, with very few brands catering to this segment on a nationwide scale.



It fills me with great joy and pride to witness and support NBC's transformation to prominence! Moving forward, the aim is to expand and enhance NBC's presence across the entire Indian landscape," said Rohit Singh, Founder of Building Brands for Tomorrow (BBFT).

NBC was founded in 2017 with the goal of sharing the enticing aroma of freshly brewed coffee with everyone. There's always been a missing piece in the puzzle of our coffee experience, and NBC has often pondered over what it could be until the team of experts finally found the answer by brewing their perfect

cup. NBC believes that coffee is not just a beverage, but a way of life. The brand has made a mission to source the best essence of coffee beans and brew them using the latest and most innovative



techniques to ensure that every cup of coffee served under NBC is of the highest quality. As a QSR model, NBC specialises in serving a variety of beverages with exceptional quality. ■





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## Celebrating borderless vegetarian gastronomy: MOGLU, Bengaluru

Located at 1 Sobha on St Marks Road, this borderless vegetarian restaurant transcends the ordinary and emerges as a culinary beacon



**M**OGLU, co-founded by Ankita Shree, an ex-IRS officer turned entrepreneur, and Dr. Kiran Narayanan, a computational physicist who switched to a culinary career at 40 after training at the Institute of Culinary Education in New York, crafts a cuisine that blends cross-cultural influences on a plate. Keeping food at its centre, it is a holistic experience curated and created by the couple over three years and bears

their unmistakable signature. Chef-driven and vegetable-forward, it takes what nature offers at a given time of the year and elevates it with a bit of culinary magic. The restaurant launches under the banner of Mamacoco, a vegetarian-forward food and beverage group. MOGLU brings fun and complex vegetarian all-day dining to the city with breakfast, lunch, dinner, cafe, and

zero-proof drinks offerings.

"Three things - more choice, better quality, and innovation, in our experience, are currently missing from the vegetarian







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dine-in segment. MOGLU is bringing to the city food that is inspired, creative, ingredient-driven, and generous. We serve sophisticated vegetarian food that can easily be a choice for a celebratory dinner for a vegetarian, meat-eater or a flexitarian!" says Ankita Shree, Managing Director at MOGLU.

**Culinary experience at MOGLU**

With borderless at the heart of MOGLU's philosophy, the food doesn't pay allegiance to any particular cuisine but borrows the best from different culinary traditions to create modern plated dishes. Featuring a menu that evolves bi-annually, MOGLU offers its diners delightful new discoveries, making them want to return for more!

Indulge in signature dishes such as the Buratta with Green Beans & Toasted Lentils. This is a comforting dish where traditional South Indian parippu usli and vethakozhumbu are reinvented into a warm salad using lentil usli and ginger-tamarind sauce. The Barbecue Mushroom Burger - a lion's mane mushroom barbecue burger with triple-cooked fries is another highlight

on the menu. The hearty, meaty lion's mane mushroom is grilled on a plancha, glazed with house hickory-smoked barbecue sauce and placed in double-raised potato burger buns made at the in-house bakery. The menu also features dishes like Spinach Coconut Lentil Soup; Massaged Kale, Beets and Paneer Salad; Crispy Okra and Tamarind; Spaghetti Tempeh Bolognese and more.

Dr Kiran Narayanan, Executive Chef at MOGLU, expresses his excitement at the launch. "MOGLU intends to celebrate vegetables by way of culinary art that



TEMPEH ARANCINI WITH POLENTA & ROMESCO

plays on all of one's senses. While we have kept many dish formats familiar (think tacos, burgers, steak and fries), we use cross-cultural techniques to make the dishes stand out with the vegetable as the centrepiece. Vegetarian food can

be exciting if treated the right way, and that's what we are committed to. We are ruled by one motto - if it's on a MOGLU plate, it's got to be delicious! In the

**MOGLU uses the GI-tagged Arabica beans which are sourced directly from the farmers in Kodagu**

immortal words of Matt Preston, Gary Mehigan and George Calombaris - We are in the flavour business after all!"

Taking a culinary approach to mixology, MOGLU is pioneering a trend of non-alcoholic beverages. Cutting-edge techniques are combined with local flavours like kokum, jackfruit and cardamom to curate a range of in-house base liqueurs, like Campari and Jamaican Rum, which are

then used to make delightful zero-proof drinks. Zero, as the menu is called, can be enjoyed independently as exquisite multi-layered drinks or as accompaniments to MOGLU's borderless vegetable-forward cuisine. From zero-proof base spirits like Mezcal and Jackfruit Rum to the zest of fresh seasonal fruits and herbs,

each element is meticulously chosen to infuse zing and punch into every sip, turning your dining experience into a flavourful tale. Some of MOGLU's signature

creations are the Limoncello, Venetian Campari Spritzer, Lychee Champagne, Amaro & Coke and more.

Encouraging all-day indulgence, taste the array of exquisite tartines, eggless omelettes crafted with egg substitutes and delectable pastries perfectly complemented by a curated coffee programme. MOGLU uses the GI-tagged Arabica beans which are sourced directly from the farmers in Kodagu.

**Where architecture and gastronomy converge**

Nestled within the iconic 1 SOBHA, the restaurant is a captivating fusion of form and style. Its irregular polyhedron shape, overlooking St. Marks Road, sets the stage for an exquisite premium casual dining experience.

With a generous 800 sq. ft. seating area accommodating 55 covers, the space features a lofty three-floor-high ceiling and expansive windows that bathe it in natural light, offering panoramic views of the lively street in front. Warm neutral shades of terracotta and beige create an earthy canvas for the holistic dining experience. Versatile seating options cater to both intimate dinners and group gatherings. The high ceiling, taller windows, and charming balconettes create a welcoming ambience with a subtle hint of Roman architecture. Eco-friendly paint on textured walls reflects the commitment to sustainable living. Archways, double-height chandeliers, and strategic lighting add an extra layer of sophistication, making it an upscale and visually appealing hangout spot adorned with greenery accents and curated artwork, ensuring a relaxing and refined experience. ■







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# “Striving for both affordability and accessibility”

**Sharon Mathew**, Director, Cornell India talks about entering new markets, forging partnerships, and exploring innovative technologies with focus on simplicity

## Foodservice equipment segment growth...

From inception in 2021, our product line has aimed to fulfil a crucial niche in India, striving for both affordability and accessibility. This vision had been brewing within us for four years prior, fuelled by the pressing need for swifter delivery, approachable customer service, cost-effectiveness and local support.

Our motivating tagline, "Why not India?", embodies our relentless pursuit of improvement, pushing us to surpass yesterday's achievements continually. We're proud to note that we've earned respect and support within our industry, dispelling any notion of being a mere backyard operation. Despite the dominance of imported products in the market, we've successfully cultivated demand for our offerings, underscoring the

value we bring to the table.

Rather than reinventing the wheel with ground-breaking technology, we focussed on refining existing practices and prioritising the needs of our fellow Indians. By going the extra mile, offering flexibility, and ensuring accessibility, we've managed to carve out a significant space in our customers' hearts in a remarkably short span.

Undoubtedly, the industry is experiencing rapid growth, evidenced by the proliferation of new expansion projects. The burgeoning presence of India on the global stage is a



source of immense encouragement for our sector, reflecting the nation's increasing prominence and potential.

## Innovation and the risk of innovation involved...

"Stan" affectionately refers to the bronze replica of a Tyrannosaurus Rex skeleton stationed proudly at the entrance of Google's office. At first glance, the juxtaposition of a dinosaur in a cutting-edge tech environment may appear peculiar, but Stan's purpose transcends mere decoration.

He serves as a symbol—a poignant reminder to all who pass through the doors that evolution, adaptation, and change are

indispensable for survival and success.

Indeed, this philosophy resonates deeply with us, serving as a constant source of inspiration. We understand that innovation lies at the heart of every thriving industry and business. Embracing change, taking calculated risks, and continually seeking growth are fundamental to our ethos.

In a rapidly evolving landscape, complacency is not an option. Businesses must remain agile, adaptable, and forward-thinking to stay ahead of the curve.

## Future plans as a brand?

As a brand, our future plans revolve around a simple yet powerful mantra: keeping things simple. Embracing

this philosophy, we aim to streamline our operations, enhance customer experiences, and drive sustainable growth. We are committed to simplifying our processes and operations, eliminating unnecessary complexity wherever possible.

In terms of expansion, our approach remains straightforward yet strategic. We will continue to pursue opportunities that align with our core values and objectives, prioritising sustainable growth over rapid expansion. Whether it's entering new markets, forging partnerships, or exploring innovative technologies, simplicity will guide our decision-making every step of the way. ■





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# The art of atmosphere:

## Elevating hotel experiences through Signature Aromas

In the dynamic landscape of the hospitality industry, where every detail contributes to a guest's overall experience, the significance of creating a distinct atmosphere cannot be overstated. In 2024, hotels are moving beyond the conventional and embracing the transformative power of Signature Aromas. This article explores the importance

of employing custom fragrances, particularly those crafted by master perfumers like Vishesh Vijayvergiya, a sixth-generation perfumer with a family legacy spanning more than 170 years.

Custom fragrances offer hotels the opportunity to distinguish themselves from competitors. A Signature Aroma becomes an exclusive identifier, leaving a lasting imprint on the memory of guests.

**Masterful craftsmanship**  
Vishesh Vijayvergiya, as a sixth-generation

perfumer, brings a wealth of experience and expertise to the art of creating scents. His family's longstanding commitment to perfumery ensures a level of craftsmanship that goes beyond the ordinary.

The rich heritage of his family in the perfume business for over 170 years underscores a deep understanding of evolving preferences and trends. This legacy ensures a blend of tradition and innovation in every bespoke aroma.

### USP of Signature Aromas

Hotels can collaborate with master perfumers to curate a fragrance that complements their brand identity. A custom aroma becomes an integral part of the overall guest experience, fostering a sense of connection and loyalty.

Signature Aromas have the power to evoke emotions

and create a unique ambiance. Whether it's a calming scent in a spa or an invigorating



fragrance in a lobby, the right aroma can enhance the overall mood and atmosphere of a hotel.

In 2024, hotels are recognising the need to evolve from traditional aromas like rose, jasmine, and lemongrass. Custom fragrances allow for a contemporary and innovative approach, aligning with the changing tastes and preferences of the discerning modern traveller.

Custom aromas provide an opportunity for personalisation,



“  
**Custom aromas provide an opportunity for personalisation, allowing hotels to offer an exclusive olfactory experience**

VISHESH VIJAYVERGIYA



allowing hotels to offer an exclusive olfactory experience. Hotels can further elevate this by incorporating the option for guests to purchase the signature scent,

selling point and sets the hotel apart in a crowded market. Guests are more likely to remember and recommend a hotel with a memorable and customised scent.

Whether it's a calming scent in a spa or an invigorating fragrance in a lobby, the right aroma can enhance the overall mood and atmosphere of a hotel

extending the hotel experience beyond their stay.

A distinctive aroma becomes an integral part of a hotel's branding strategy. It provides a unique

**Scientific approach**  
Master perfumers like Vishesh Vijayvergiya bring a scientific approach to scent creation, ensuring that the aromas not only

please the senses but also adhere to safety standards. This meticulous craftsmanship contributes to the overall well-being of guests.

As the hospitality industry continues to evolve, adopting Signature Aromas reflects a commitment to staying at the forefront of trends. Hotels that invest in custom fragrances demonstrate a forward-thinking approach to guest satisfaction and overall experience.

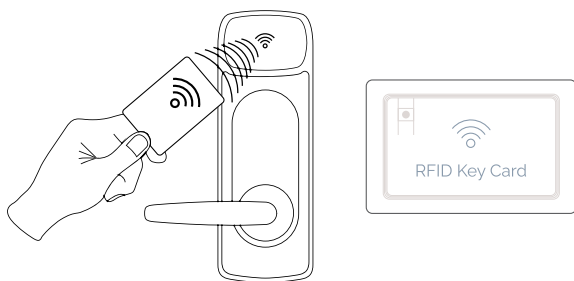
In conclusion, the integration of Signature Aromas, especially those developed by

esteemed perfumers like Vishesh Vijayvergiya, heralds a new era in hotel experiences. It's a journey into the artistry of scent, where each fragrance tells a unique story and leaves an indelible mark on the hearts and minds of guests. In 2024, hotels are encouraged to embrace this transformative approach, upgrading from the traditional to the extraordinary, and in doing so, redefining the very essence of hospitality. ■



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# “Innovation is at the heart of Elanpro”



There is a growing inclination towards energy-efficient and sustainable products. **Sanjay Jain**, Director, Elanpro elaborates the way the market of commercial refrigeration has been evolving

## Current state of demand in refrigeration

I feel, the current state of demand for commercial refrigeration products is the direct outcome of changing market dynamics, evolving consumer behaviour, shifting economic trends.

As industry reports, market research studies, and consumer surveys indicate, discernible trends, preferences, and purchasing patterns are indicating a growing inclination towards energy-efficient and sustainable products. Customers are looking for environmentally friendly alternatives. In fact, the Bureau of Energy Efficiency (BEE) was set up in India with a primary objective of reducing energy intensity in the Indian economy. For our industry,

a certificate is issued by BEE demonstrating a chest freezer's level of performance and electricity.

Delving further, we can see customers are interested in buying products that give a higher ROI coupled with factors such as ease of use, food safety etc. I can see further technological advancements in remote monitoring field in the near future.

The hospitality sector is poised for remarkable growth, fuelled by the revival of domestic tourism, MICE events and return of business travellers. Along with it, economic conditions play a significant role in shaping consumer behaviour and demand for hospitality products and services. Favourable economic indicators such as

growing GDP growth, increase in consumer spend, and optimistic tourism trends will continue to positively impact the hospitality industry and its growth prospects.

## Innovation and is the risk of innovation

Innovation is at the heart of Elanpro. We have proactively worked on bringing globally recognised innovative solutions customised for Indian audience.

We will be stepping up the game at AAHAR this year. We are excited to introduce our customers to a pioneering technology, a first of its kind in the country, setting new standards for innovation and convenience. We will showcase a futuristic, eco-friendly A++ category Reach-

in equipped with cutting-edge, energy saving technology. The power saving technology, so far used only in the airconditioning sector in India, has a potential to save over 30% of electricity bill and a ROI within just six month of purchase.

## Future plans as a brand...

Elanpro has consistently demonstrated a track record of growth and resilience in the competitive landscape of the commercial refrigeration industry. We have diligently focussed on several key areas to drive our success. We intend to continue prioritising customer service excellence to build strong relationships and foster customer loyalty. We currently provide responsive

technical support and maintenance services to help customers optimise the performance and lifespan of their refrigeration equipment. We intend to kickstart a training program for service professionals and customers.

We are also exploring opportunities to expand our footprint. We intend to increase our dealers from current 700 to 1500 by 2025. We are expanding our market geographically by setting all new Experience Centers across India. As a company, we focus on continuous market research to develop these action points. We are also working on responsible outreach initiatives and sustainability initiatives to further our cause. ■



## Novotel Mumbai International Airport sets the stage with an all-new menu

IWOH News

**NOVOTEL MUMBAI INTERNATIONAL AIRPORT** has launched an enticing new menu at its chic lobby level bar, Gourmet Bar. Gourmet Bar is set to elevate the culinary experience of its guests with a fusion of innovative dishes and vibrant ambiance.

The revamped menu showcases a tantalising array of offerings, from the spicy Thecha Chicken Wings to the succulent delights of Gunpowder Prawns and the comforting flavours of Lamb Musallam. Vegetarian options abound, including the Korean Paneer Bao and the Plant-based Spaghetti Bolognese, each dish is meticulously crafted to tantalize the taste buds and leave a lasting impression.

Aishwarya Singh, Food & Beverage Manager expressed, "The new menu at Gourmet Bar is a testament to our commitment to culinary excellence and innovation. Thus, we are thrilled to unveil an expanded menu, inviting patrons to savour the new eat bar experience,

where guests can relish delectable progressive cuisine while engaging in a lively game of pool."

Commenting on this Executive Chef Abhijeet Bagwe said, "Having garnered praise from our esteemed guests for the avant-garde cuisine showcased at Gourmet Bar, featuring standout dishes like the popcorn cappuccino soup and flourless chicken fettuccine, we recognised the need for further culinary exploration. We have carefully curated each dish to ensure a memorable dining experience for our guests, combining bold flavours with impeccable presentation."

In addition to its culinary offerings, Gourmet Bar boasts an extensive beverage selection, featuring handcrafted cocktails, draught beers and artisanal coffees. With the longest happy hours in the city, guests can unwind and enjoy their favourite drinks from 11 am to 1 am daily. ■



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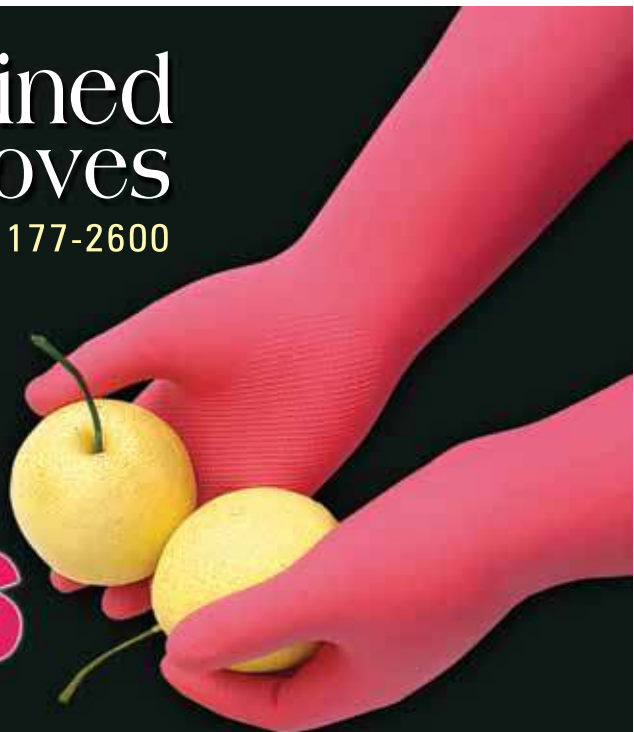
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# There is a shift towards healthier and more sustainable options

Shammi Agarwal | Director, Pansari Group



## play in the future of food processing?

The government is actively contributing to shaping the future of food processing by offering subsidies to promote the production of nutritious and readily available food. Simultaneously, it can establish and enforce clear rules and regulations that must be diligently adhered to by industry players.

## What are your future plans as a brand?

Our brand's future strategy involves expanding our presence to other regions of India. While we have established a strong foothold in North India, we are actively working towards extending our reach to various parts of the country. Our recent product launches, include Pansari Chai and Green Tea. We plan to further broaden our product offerings and target customers across pan India. Our commitment to health and nutrition is encapsulated in our tagline, 'Sehat apki Vaada humara.' ■

## What are the current trends in the food processing industry?

The current trends in the food processing industry involve a shift towards healthier and more sustainable options. Consumers are increasingly seeking plant-based and alternative protein products, as well as foods with clean labels, emphasising natural and simple ingredients. Additionally, there is a growing demand for convenience, with a focus on ready-to-

“  
The government is actively contributing to shaping the future of food processing by offering subsidies to promote the production of nutritious and readily available food

SHAMMI AGARWAL

eat and ready-to-cook meals that cater to busy lifestyles. Manufacturers are also incorporating innovative technologies, such as advanced packaging solutions

and data analytics, to enhance food safety, traceability, and overall efficiency in the production process. The industry is adapting to address changing consumer

preferences and prioritise sustainability in both ingredients and packaging.

## What further role can the government





# Relaunch of Annapoorna as Inter Food



IWOH News

**ANNAPOORNA IS BACK TO** re-define the path of Indian food & beverage trade space as “Annapoorna Inter Food” - International food & beverage trade expo, scheduled during June 05 - 07, 2024 in Hall no. 1, Yashobhoomi (IICC), Dwarka, New Delhi. Annapoorna Inter Food - with more vigour and more focus will steam-up the food and beverage trade by defining new business opportunities to drive inclusive growth of the sector.

The 16th edition of Annapoorna Inter Food will be organised concurrent to Inter Food-

trade promotion bodies and others showcasing their innovative products to create complete business platform for the Indian market. The exhibition is supported by Forum of Indian Food Importers (FIFI), a non-government, and a not-for-profit entity that works primarily to enhance food and beverage business in India, via its innumerable outreach endeavours.

Key highlights of Annapoorna Inter Food 2024:

- Food Retail award by FIFI
- Live session by celebrity chef
- Seminar focusing on sustainable growth of food processing in India.

Given the future potential and importance of food processing, FICCI Food Processing Division and CIFTI are organising the 15th edition of “FICCI FOODWORLD INDIA” at IICC, Dwaraka, New Delhi, India.

The exhibition will also have support from leading trade associations like Good Food Institute India and others. ■



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# Pentair Everpure's TWM Brilliance: Transforming Indian kitchens



**E**mbark on a journey into the enchanting world of Indian gastronomy, where flavours dance and spices weave tales of culinary mastery. As a seasoned kitchen consultant navigating the intricacies of culinary landscapes, let's delve into the transformative power of water quality in commercial kitchens, where Pentair Everpure's Total Water Management (TWM) takes centerstage.

In the pursuit of culinary excellence, water challenges often lurk in the shadows. Kitchen and MEP consultants understand the complexities this brings to equipment performance, taste consistency and the longevity of culinary investments.

Pentair Everpure's TWM Tailored Solutions Enter Pentair Everpure, now with the avant-garde Total Water Management (TWM). As consultants dedicated to optimising kitchen functionalities, you'll appreciate Everpure's TWM - a



holistic approach that transcends filtration, providing actionable insights into water consumption, quality, and equipment performance. This

isn't just filtration; it's a comprehensive strategy tailored to the specific needs of Indian kitchens.

In the realm where every pot and pan holds the potential for gastronomic brilliance, Pentair Everpure's TWM acts as a steadfast guardian. Imagine a world where your commercial kitchen equipment not only

survives but thrives. Everpure's filters, now integrated seamlessly into the TWM framework, stand as sentinels against corrosive impurities, ensuring

the longevity of your invaluable kitchen assets.

Water, often overlooked, is the unsung ingredient that shapes the narrative of culinary creations. For kitchen consultants, Everpure's TWM becomes a precision tool, providing not just filtration but actionable data. Picture the impact on flavour consistency, turning each dish into a masterpiece that leaves an indelible mark on patrons.

### Operational efficiency redefined

As MEP consultants steering the course of operational efficiency, Everpure's TWM isn't just about reducing maintenance costs. It's about a data-driven approach that optimises water usage, mitigates risks, and ensures a kitchen that operates seamlessly.

Witness a kitchen that reflects your meticulous planning, supported by the insights provided by Everpure's TWM.

Pentair Everpure's TWM isn't just a provider of filters; it's a partner in crafting culinary excellence. Everpure offers more than a solution - it's a promise of support and expertise that extends beyond the kitchen to the success of the company's partners in the vibrant tapestry of the Indian hospitality sector.

In the intricate dance of flavours that defines India's culinary mosaic, water quality stands as a silent conductor. Pentair Everpure, with its avant-garde TWM and filtration solutions, ensures that this conductor orchestrates a symphony of excellence in every commercial kitchen. ■





# Jade reopens at The Claridges, New Delhi

IWOH News

## THE CLARIDGES NEW DELHI,

celebrated for its robust presence in food and beverage offerings has reopened Jade, the distinguished fine dining restaurant that has been a cherished part of the hotel's legacy.



Jade is renowned for its delectable Oriental cuisine, serving up authentic vegetarian and non-vegetarian Chinese-Cantonese delicacies from the East. The revamped restaurant now can host up to around 90 guests, versus the former seating capacity of 45 guests.

Executive Chef, Ankur Gulati said, "As

a chef, my passion is to deliver an extraordinary dining experience where each dish is a celebration of authentic flavours and innovative techniques. Our patrons can expect more diverse offerings, while we primarily focus on Cantonese-style cooking techniques, we also embrace regional influences, such as the Sichuan-originated Kung Pao Chicken and beyond. Successfully balancing traditional flavours with modern techniques in Chinese cuisine requires a deep understanding and reverence for the roots of the cuisine, coupled with an innovative spirit."

Group Culinary Director, Chef Ritesh Negi added, "I'm proud of the creativity involved in presenting our famous Peking Duck. Perfectly sliced at your table, each piece is a gastronomic dance of crispy skin and juicy meat that work in perfect harmony. Take a culinary trip with us and enjoy our Dim Sum Trolley, a visually stunning meal that lets our guests customise their own dim sum from a menu that has been thoughtfully created. Each dish serves as evidence of our commitment to giving our esteemed guests an extraordinary dining experience". ■

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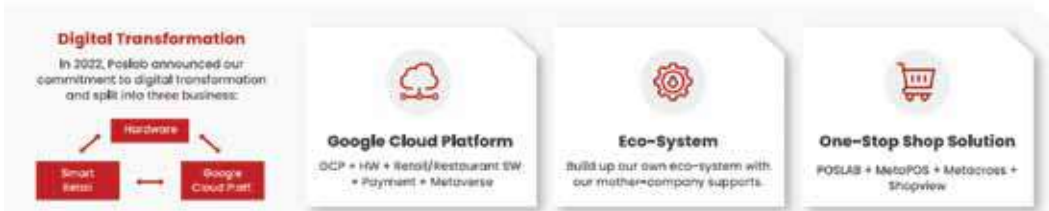
# POS terminal solutions for future

**F**ounded in 2005, Poslab Technology Corporation is an innovative, aggressive, flexible and professional team. It designs and manufactures POS terminals, ARM motherboards, Book PC, Industrial PDA and Touch LCD monitors.

Poslab is an all-rounder in hardware design for X86 & ARM, software applications for Windows & Android. In order to provide POS Terminal users with brand new and cost-effective solutions, Poslab has started to dedicate on developing Android POS Solutions since 2010.

### Quality controlled services

As the leader of Android POS manufacturer,



its customers have been always benefited from lower cost, lower power consumption, lower maintenance

is emphasised. It commits to provide outstanding quality to its esteemed partners. The company's vision is

business more profitable.

**The growth**  
From 2009 until 2021, Poslab was only known as a POS and POS peripheral hardware manufacturer. In 2022, Poslab announced our commitment to digital transformation and implementation for the best-in-class Google Cloud Solutions, Metaverse, and ESG enabling innovative cloud-based AIoT products, services, and solutions. As we embarked on our

digital transformation journey, our company has split into three sub-brands: Poslab Hardware, MetaPOS, and Metacross.

As the leader of Android POS manufacturer, its customers have always benefited from lower cost, power consumption and maintenance rate and higher performance

rate and higher performance by its effective hardware and well-integrated software. The company believes in providing remarkable quality and strict quality control

to prepare full range and completed POS terminal solutions to satisfy all partners' business demands in different scenarios. With Poslab products, it promises to make its partners'



From 2022, Poslab is bundling OMO solution for its partners. Its mission is to deliver accelerated cultural transition through the continuous integration of AIoT platforms and cloud-based artificial intelligence. Aligning this new capability with the future of manufacturing, the company implement the best-in-class cloud solutions to expand our customers' products and solutions portfolio. Its integrated services, powered by Google Cloud, are aligned to drive the emergence of Smart Finance, Smart Retail, Smart Hospitality and Entertainment. ■







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# Global Linen Company: A global leader in sustainable luxury

**G**lobal Linen Company stands at the forefront of the textile industry, weaving together a legacy of excellence, sustainability, and innovation. Known for its commitment to environmental stewardship, the company has redefined the art of crafting luxury linen products.

Global Linen is a leading manufacturer, supplier, and exporter of premium home textile and hospitality linen products. It offers a diverse range of high-quality products that cater to the comfort and luxury needs of homes and hospitality establishments.

The wide product portfolio includes: home textile products like bed linens, bath linens, cushion covers, curtains, bed covers and comforters. In the hospitality linen products, it offers mattresses, hotel beddings, bath linens, banquet linens, hospital linens, customized linen solutions, sofas, curtains, head boards, room chairs and other furnishing products.

**Sustainable elegance**  
Global Linen



Company takes pride in its dedication to sustainability. From sourcing eco-friendly raw materials to implementing ethical manufacturing practices, every thread is woven with a commitment to reducing environmental impact. Its sustainable approach extends beyond products, contributing to a greener, more responsible industry.

### Quality beyond comparison

Each piece of linen reflects meticulous craftsmanship, blending comfort and sophistication seamlessly. Whether it's bedding, bath linens, or home textiles, the company's dedication to

excellence sets them apart in the world of luxury textiles.

### Global reach, local impact

With a footprint that spans continents, Global Linen Company has become a global ambassador of timeless elegance. Yet, amidst its global presence, the company remains deeply rooted in local communities. The company actively engages in philanthropy, supporting causes

that resonate with its values, fostering positive change on a global scale.

### Innovative designs, timeless appeal

Discover the perfect fusion of tradition and innovation in Global Linen Company's designs. From classic patterns to cutting-edge creations, the products cater to diverse tastes. By staying ahead of trends and pushing creative boundaries, the company consistently delivers linens that stand the test of time.

### Client testimonials

"Global Linen Company has transformed our living spaces with their exquisite linens. The quality is unmatched, and the sustainability aspect aligns perfectly with our values." - a satisfied customer

### Community and environmental initiatives

Beyond business, Global Linen Company is a beacon of corporate responsibility. Through initiatives supporting local communities and eco-friendly practices, the company weaves a tapestry of positive change. From empowering artisans to reducing carbon footprints, every step contributes to a better world. In conclusion, Global Linen Company isn't just a purveyor of luxury linens; it's a testament to the harmonious marriage of opulence and responsibility. Elevate your lifestyle with products that redefine luxury while embracing a sustainable future—crafted with passion, worn with pride. ■







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# Buzil Rossari: Elevating hygiene standards

**B**uzil Rossari, a distinguished name in cleaning and hygiene solutions, has introduced its innovative Surgical and Disinfection verticals to address the evolving needs of healthcare facilities, laboratories, and high-sensitive areas. These segments under Optus and Dr. Nanoxa offer a comprehensive range of products designed to ensure cleanliness, safety, and hygiene in various environments.

Optus focuses on providing essential consumables and supplies for medical professionals and healthcare facilities. From gloves, cotton, gauze, and swabs to adult diapers, masks, thermometers, and BP machines, the

Surgical vertical offers a diverse array of high-quality products to support surgical operations. These consumables are crafted with precision and adhere to stringent quality standards to meet the demands of medical environments and ensure the well-being of both patients and healthcare providers.

Furthermore, the Optus emphasizes the importance of maintaining hygiene and safety standards in healthcare settings. By offering a wide range of essential surgical consumables, Buzil Rossari aims to streamline the procurement process for healthcare facilities and provide them with reliable and trusted products

that contribute to the delivery of optimal patient care.

One of the standout features of the Optus Surgical consumables range is the diverse selection of products available, making it a one-stop solution for healthcare facilities looking to source high-quality medical supplies. Whether it is for routine patient care, diagnostic procedures, or emergency situations, Optus Surgical consumables provides healthcare professionals with the tools they need to deliver optimal care to their patients.

In parallel, Dr. Nanoxa focuses on delivering cutting-edge solutions to combat bacteria, viruses, and pathogens in hospital

settings, laboratories, and other high-sensitive areas. The range includes surface disinfectants, air purifiers, hand hygiene products, and other disinfection solutions formulated to meet the strict hygiene requirements of these environments.

One of the key advantages of the Dr. Nanoxa Disinfection Range is its focus on formulation to enhance the effectiveness of its products. By incorporating innovative solutions, Buzil Rossari's Disinfection vertical provides comprehensive protection against harmful pathogens, creating a safer and cleaner environment for patients, staff, and visitors. By harnessing the power of innovative solutions, Dr. Nanoxa delivers superior disinfection results that meet the stringent standards required in hospital settings and other sensitive areas.

Overall, Buzil

Rossari's Surgical and Disinfection verticals exemplify the company's commitment to elevating hygiene standards and promoting health and safety in various sectors. With a focus on quality,

innovation, and reliability, these verticals offer a holistic approach to cleaning and disinfection, empowering healthcare facilities and high-sensitive areas to maintain the highest standards of cleanliness and hygiene. Trust Buzil Rossari to be your partner in achieving superior hygiene outcomes and creating a healthier environment for all. ■







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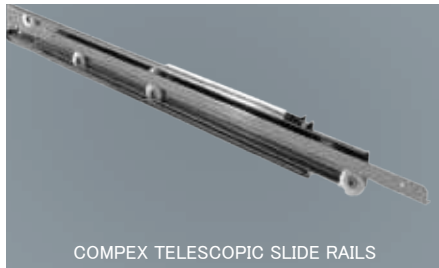
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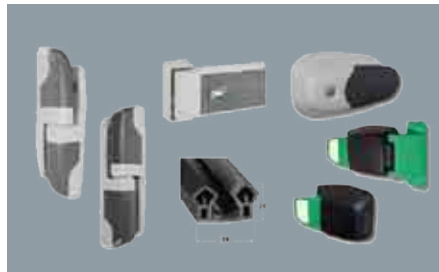
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## IHCL in strategic alliance with Tree of Life Resorts & Hotels



Harshavardhan Neotia and Puneet Chhatwal

IWOH News

**INDIAN HOTELS COMPANY (IHCL)**, India's largest hospitality company, has announced a strategic alliance with the Tree of Life Resorts & Hotels, which was recently acquired by the Ambuja Neotia Group, offering IHCL's marketing and distribution network to its portfolio of 14 resorts across the country.

Speaking on the occasion, Puneet Chhatwal, Managing Director & Chief Executive Officer, IHCL said, "With the rising trend of experiential travel, Tree of Life Resorts & Hotels offers our discerning guests unique travel experiences in offbeat destinations including in tier II and III cities. This partnership is in line with our vision to expand our brandscape to newer formats which cater to the ever-evolving travel needs."

Tree of Life, launched in 2009 operates boutique hotels in 14 destinations including Mussoorie, Dared, Naggar, Udaipurwati, Kumaon, Binsar among

others. Located outside city centres, the resorts are an escape into luxury and exclusivity with a chance to immerse in nature and local culture.

Harshavardhan Neotia, Chairman, Ambuja Neotia Group, said, "We are pleased to grow our partnership with IHCL and leverage their vast marketing and distribution network to draw domestic and inbound travellers to these destinations. Tree of Life Resorts & Hotels addresses the niche trend of experiential stays which is a fast-emerging travel trend".

He added, "Given India's evolving tourism landscape, the target is to achieve 100 properties by 2030 under the umbrella of Tree of Life."

The Tree of Life Resorts & Hotels will be available for room bookings on IHCL's distribution network starting March 1, 2024.

Pacing ahead of its market guidance, IHCL achieves a portfolio of 300+ hotels with 90 hotels under development. ■



## Marriott Bonvoy Becomes Official Loyalty Partner for Ed Sheeran + - = ÷ x Tour - India 2024

IWOH News

**MARRIOTT BONVOY, MARRIOTT INTERNATIONAL'S** award-winning travel program with more than 30 extraordinary brands and endless experiences, has announced it is the Loyalty Partner to the four-time Grammy award winner Ed Sheeran's + - = ÷ x Tour - India 2024, brought to India by BookMyShow Live, the live entertainment experiential division of BookMyShow.

The last and final stop of the global tour will be in Mumbai, India at the Mahalaxmi Racecourse on March 16, 2024. This strategic partnership grants Marriott Bonvoy members access to exclusive ticket with guided site tours and an exciting sweepstakes - an opportunity for fans to win tickets to the iconic Ed Sheeran + - = ÷ x Tour - India 2024.

Marriott Bonvoy members can gain access to this once-in-a-lifetime music experience from Marriott Bonvoy Moments, the platform where members can use points earned from travel and everyday activities to redeem exclusive experiences. Members can redeem their points for never-done-before guided site tours one day before the concert, they will also be awarded Marriott Bonvoy Lounge passes that grant exclusive access to the concert. In addition to this, Marriott Bonvoy will also grant GA

passes to members which they can redeem through the Marriott Bonvoy Moments platform using their points. The moments have gone live on February 7, 2024.

This strategic partnership also gives fans and music lovers the opportunity to participate in the sweepstakes with simple registration to the Marriott Bonvoy program, which is free and easy at marriottbonvoy.com. Ten lucky winners will be selected randomly from eligible entries received throughout the sweepstakes period from February 15 till March 1, 2024.


"As the official loyalty partner for Ed Sheeran's + - = ÷ x Tour - India 2024 through our strategic partnership with BookMyShow Live, we are excited to tap into the positive power of music and entertainment, to deliver once-in-a-lifetime experiences for Marriott Bonvoy members. This strategic partnership underscores Marriott Bonvoy's commitment to constantly innovate the way we engage the next generation of travelers with some of the most iconic performers of this era, while showcasing the value proposition of our loyalty program and enrolling prospective new customers," said Khushnooma Kapadia - Vice President Marketing - South Asia, Marriott International. ■



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## VITS Hotels introduces 'VITS Passport'



IWOH News

**VITS HOTELS AND RESORTS** has unveiled its loyalty program, VITS Passport. This innovative initiative establishes a new standard as the inaugural loyalty program introduced by a 3/4 star hotel chain, offering unparalleled benefits exclusively to its esteemed members.

VITS Passport is meticulously crafted to enhance the guest experience, presenting exclusive privileges and rewards to its loyal patrons. Members can relish a spectrum of advantages, including special room rates, complimentary upgrades, priority check-in/check-out, and access to members-only discounts. This avant-garde loyalty program aims to fortify the connection between VITS Hotels and Resorts and its valued guests.

Dr. Vikram Kamat, founder and CMD, Vitskamats Group, expressed his enthusiasm for the launch of VITS Passport. He said, "At VITS, we have always been committed to

redefining hospitality, and the introduction of the VITS Passport is a testament to our dedication to providing exceptional experiences to our guests. We are thrilled to be the pioneers in the 3/4 star hotel segment to offer a loyalty program of this caliber. VITS Passport reflects our gratitude to our patrons and our commitment to making their stay with us truly memorable."

Adding an extra layer of excitement, VITS Passport's tiered structure enables members to unlock progressively more benefits as they ascend through various membership levels. Additionally, a first-of-its-kind membership program is exclusively available for our members, where they earn 100% cash back in their wallet by prebuying fixed nights through two membership plans: Prime and Select. This cashback money can be utilized for purchasing further offers, rewards, and privileges. ■

## Qatar Airways and gategroup launch new partnership

IWOH News

**QATAR AIRWAYS AND GATEGROUP** have announced a new catering partnership to elevate inflight dining, structured through a Business Management Agreement that will see collaboration on passenger dining experiences, sourcing and procurement, healthy eating, as well as sustainability. Qatar Airways' commitment to global aviation excellence will be reinforced by gategroup's expertise in menu design, culinary concepts and operational excellence.

This partnership with gategroup will amplify the Qatar Airways brand by delivering refined culinary experiences for our guests, inflight and on the ground in our world class lounges at Hamad International Airport.

Qatar Airways Group Chief Executive Officer, Engr. Badr Mohammed Al-Meer, said: "This partnership with

gategroup will amplify the Qatar Airways brand by delivering refined culinary experiences for our guests, inflight and on the ground in our world class lounges at Hamad International Airport."

Christoph Schmitz, Chief Executive Officer, gategroup said, "We are genuinely honoured to walk this path alongside Qatar Airways. It is a journey of discovery,



growth, and immense potential, and we firmly believe in the transformative power of collaboration, where two companies come together with shared visions and values to craft something truly outstanding."

gategroup's culinary team will be based in Doha and will contribute to the development of a dedicated culinary studio for Qatar Airways, which will facilitate innovation, co-creation and efficient menu design. The new culinary creations will focus on high quality ingredients, health and nutrition, incorporating local produce with a view to sustainable sourcing, authenticity and supporting local businesses.

The elevation of culinary quality will be underpinned by robust processes around menu development, efficiency in production and systematic monitoring of food quality, taste and appearance. Through this collaboration, the airline will explore additional revenue streams and optimise operational and commercial efficiencies. ■





# IFT's Global Food Traceability Center launches Enterprise Traceability Education Suite

IWOH News

**CHICAGO-BASED IFT'S GLOBAL** Food Traceability Center has launched an Enterprise Traceability Education Suite, which empowers organisations to train their employees on key traceability concepts, prepare for incoming regulations, and take steps to reduce the impact of recalls. From a basic awareness of food traceability principles to detailed guides on how to design, implement, evaluate, and enhance an organisation's traceability system, the self-paced courses are thoughtfully designed to educate professionals across all levels and business areas.

The educational courses are designed to offer an efficient and affordable solution to aid with compliance with the FDA's Food Traceability Rule, which was announced in November 2022 as part of the Food Safety Modernisation Act (FSMA). The Rule, which goes into effect in January 2026, is estimated to impact more than 320,000 domestic firms operating over 480,000 establishments as well as more than 60,000 international firms operating over 68,000 establishments.

"Compliance with the FDA's Food Traceability Rule is going to be a long, complex journey with many organisations lacking the resources to educate staff on where or how to get started. The Enterprise Traceability Education Suite will help organisations create a traceability plan and get its staff aligned on traceability best practices moving forward," said IFT Chief Science and Technology Officer Bryan Hitchcock.

The suite of courses includes:

**Traceability Awareness:** Train the Trainer and Plant Staff Resources - raise awareness of basic traceability principles, definitions, and best practices for staff,

**Traceability Fundamentals:** Cross-Functional Manager Training - learn the importance of traceability and

how it impacts business functions and outcomes, as well as how to support traceability best practices for risk management,

**Traceability Implementation:** Step-by-step Guide to Designing a Traceability Plan - provides instructions, examples, and interactive worksheets to help learners evaluate, design, and implement a comprehensive traceability program for business operations.

Part of the Institute of Food Technologists, the Global Food Traceability Center develops resources, tools, and training and offers customisable services to help industry, regulators, and NGOs implement end-to-end, event-based, interoperable traceability. Since the FDA announced the Food Traceability Rule last year, the Global Food Traceability Center has created a variety of educational tools to aid in compliance. ■

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# Consumers fear health risks of ultra-processed foods, guidance needed to make healthy choices

New study of nearly 10,000 consumers across 17 European countries finds the majority of consumers think ultra-processed foods are bad for their health. The EIT's 'Consumer perceptions unwrapped: ultra-processed foods' report makes a series of recommendations to food authorities, manufacturers and retailers to support consumers to make informed decisions

**A** new pan-European study from the EIT Food Consumer Observatory reveals that consumers across Europe are concerned about the impact of ultra-processed foods on their health. Yet, a lack of awareness, understanding and means are preventing people from making informed, healthy choices. EIT Food is supported by the European Institute of Innovation and

Technology (EIT), a body of the European Union.

The research, combining a survey of 10,000 consumers from 17 European countries alongside a follow-up qualitative study, found that the majority (65%) of European consumers believe that ultra-processed foods are unhealthy, and that they will cause health issues later in life. For example, 67% believe that ultra-processed foods contribute to obesity,

diabetes and other lifestyle-related health issues.

What's more, 67% of European consumers state that they do not like it when their foods contain ingredients they do not recognise, and four in 10 (40%) do not trust that ultra-processed foods are regulated well enough by authorities to ensure these foods are safe and healthy in the long term.





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**The latest findings from the EIT Food Consumer Observatory demonstrate a clear knowledge gap in how consumers identify, understand and engage with how their food is produced. Giving consumers clearer labelling, guidance and education could help them to better understand and engage with this issue, but it's also important that concerns over processed food are considered in the wider context of people's diets and wellbeing. It's also crucial that we continue to bolster our understanding and agreement of how we classify, evaluate and label foods, so that our advice to consumers is informed by the latest science**

KLAUS GRUNERT, PROFESSOR AT DENMARK'S AARHUS UNIVERSITY, AND DIRECTOR OF THE EIT FOOD CONSUMER OBSERVATORY

Ultra-processed foods include packaged snacks, soda, sugary cereals, energy drinks and chocolate bars, as well as foods such as ready-made sauces and dips, ready meals and salad dressings. Many plant-based substitutes for animal products, such as vegan cheese, are also categorised as ultra-processed based on the NOVA classification system because they typically contain ingredients such as protein isolates, seed oils, emulsifiers, gums, additives.

In addition to concerns around health, six in 10 (60%) consider ultra-processed foods to be bad for the environment, linked to the perception

of unnaturalness, presence of chemicals and industrial production.

#### Confusion around processing levels in foods

Despite these serious health concerns, consumers continue to choose processed foods, with only half (56%) reporting that

they try to avoid buying processed foods.

As well as convenience, price, and taste, the study shows that a lack of understanding as to how foods are processed is contributing to consumers' uncertainty when choosing which foods

to buy. Furthermore, many are confused and uncertain about the extent to which their food is processed, both over- and underestimating how processed various food products are.

For example, while six in 10 consumers (61%) identified energy drinks as ultra-processed, just 34% and 22% respectively correctly identified vegan cheese and chocolate bars as being ultra-processed.

Therefore, while 84% of people profess that they eat ultra-processed foods fewer than five times a week, given the results showing the level of confusion on levels of processing, this is very likely an underestimation by consumers themselves.

#### Processing fears putting consumers off plant-based alternatives

#### alternatives

The research also indicates that concerns over processing level are putting many consumers off choosing plant-based alternatives to meat and dairy products.

Plant-based substitutes (such as vegetarian chicken pieces and vegan cheese slices) are seen as ultra-processed foods by about a third (36% and 34%) of European

consumers. Additionally, these foods were more likely to be seen as ultra-processed than their animal-based originals.

Over half (54%) of European consumers do not eat plant-based substitutes because they want to avoid ultra-processed foods, particularly amongst meat and dairy eaters - but without any indication that they are choosing minimally processed plant-based options instead. Vegans and vegetarians, however, are less likely to avoid plant-based alternatives for this reason.





# THE BUSINESS EXHIBITION FOR FOOD AND HOSPITALITY SECTOR

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Incredible Fairs and Media Pvt. Ltd., 1/15, Vinayak Sadan, N M Joshi Marg, Lower Parel (W), Mumbai – 400013.

### Willingness and ability to reduce ultra-processed food is limited

The qualitative study demonstrates that the primary motivations for eating ultra-processed foods are their convenience, price, and taste. Convenience comprises ease of preparation (or no preparation at all), while the price of ultra-processed

foods is seen as often lower than whole or minimally processed foods. Finally, many consumers prefer the taste of ultra-processed foods over home-made food, and see them as a treat.

Most consumers do not see themselves reducing the amount of ultra-processed foods they eat but hope to keep them in balance with eating less processed and

more home-made foods.

However, consumers with the fewest means (time and money) will be the most restricted and least empowered in choosing which foods to buy and will likely not prioritise choosing foods according to their processing level.

**Food sector urged to improve**

## RECOMMENDATIONS FOR AUTHORITIES

- Health institutions and scientists need to define UPF and make more conclusive and substantiated statements about their long-term healthiness as well as short-term healthiness. As consumers are focused on the now, rather than a hypothetical future, health and wellness effects of UPF need to be framed in the present moment.
- Health institutions need to consider how to communicate and educate consumers about what food processing means, what it can look like, and what effects it can have on health (if any). This needs to happen for adults, as well as children in schools.
- While most food recommendations made by governments mainly consist of whole foods (e.g. Schijf van Vijf in the Netherlands, or the Romanian Food Pyramid) the difference between whole foods and UPF could be emphasised more. Some have been adapted to recommend more plant-based than meat, including plant-based burgers, as long as they meet certain nutritional criteria. National food recommendations need to clarify whether plant-based substitutes are UPF and whether this matters for their overall healthiness.
- Policy can include restricting promotion of UPF. For example, in the United Kingdom, there are plans to restrict or ban two-for-one junk food deals.

## RECOMMENDATIONS FOR MANUFACTURERS AND RETAILERS

- Manufacturers of processed foods such as grain-bars or snacks can consider cleaner labels, with fewer 'artificial sounding' ingredients to reduce the association with being UPF.
- Manufacturers of plant-based substitutes need to consider that their perception as UPF is hindering growth. They might want to consider cleaner labels, that do not include additives or transformation of ingredients (e.g. protein isolates).
- Retailers can bring attention to packaged foods that are non-UPF. For example, within the plant-based substitute aisle, basically-processed foods such as tempeh, tofu, or falafel (if applicable) can be marked as non-UPF foods.
- Retailers can decide to not promote UPF products in their discount deals, and instead promote their minimally or even moderately processed equivalents

“

**As a sector, we need to create an environment which empowers individuals to make informed decisions about their diets, and foster a dialogue that not only educates but also inspires positive choices. That way, we can drive forward a healthier and more sustainable food system for all**

SOFIA KUHN, DIRECTOR OF PUBLIC ENGAGEMENT AT EIT FOOD

### labelling, education and guidance on ultra-processed foods

The report, titled 'Consumer perceptions unwrapped: ultra-processed foods', makes a series of recommendations to food sector authorities, manufacturers and retailers, with the aim of fostering consumer trust and supporting consumers to make informed, healthier decisions about the foods they are choosing.

These include recommendations that:

- Health institutions and scientists need to define ultra-processed foods and make more conclusive and substantiated statements about their short- and long-term healthiness.
- Health institutions need to consider how to communicate with and educate consumers about what food processing means, what it can look like, and what effects it can have on health.
- National food recommendations need to clarify whether plant-based substitutes are ultra-processed foods and whether this matters for their overall healthiness. ■





<b>PARING &amp; TURNING KNIVES</b> 	<b>CHEF'S KNIVES WIDE</b> 	<b>DECORATING KNIVES</b> 	<b>BUTCHER'S KNIVES NARROW</b> 	<b>VEGETABLE KNIVES</b> 
<b>BUTCHER'S KNIVES WIDE</b> 	<b>PIZZA CUTTING KNIVES</b> 	<b>BONE CUTTING CHOPPER 850 GMS</b> 	<b>PIZZA CUTTING KNIVES SUPERWIDE HANDLE</b> 	<b>FILLET KNIVES</b> 
<b>DE-BONING KNIVES</b> 	<b>BREAD KNIVES STRAIGHT POINTED &amp; ROUND TIP</b> 	<b>PALETTE SPATULA</b> 	<b>SCRAPPER</b> 	<b>BUTCHER'S KNIVES BROAD</b> 
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# Movements



## JW Marriott New Delhi

● JW Marriott New Delhi has announced the appointment of **Vivek Gomes Pereira** as its new Hotel Manager, bringing over 15 years of experience in the luxury hospitality industry. He has held various positions within Oberoi Hotels & Resorts, where he gained extensive experience and deepened his understanding of the industry. Prior to joining JW Marriott New Delhi, Pereira held the position of Executive Assistant Manager, F&B at Trident Bandra Kurla, Mumbai.



## Sheraton Grand Bengaluru Whitefield Hotel & Convention Center

● Sheraton Grand Bengaluru Whitefield Hotel & Convention Center has appointed **Ena Roy** as the new Director of Operations. With over 21 years of experience in leading hospitality brands like ITC Hotels and Hyatt Hotels, Roy commenced her career at Oberoi's Amarvillas in the housekeeping department. She has been instrumental in the pre-opening and operational management of prestigious luxury brands such as Grand Hyatt, Park Hyatt, and Four Seasons. Her most recent role was as Director of Rooms at Four Seasons Hotel Mumbai.



## Bengaluru Marriott Hotel Whitefield

● Bengaluru Marriott Hotel Whitefield has appointed **Anjali Naik** as the new Director of Sales and Marketing. With over two decades of experience in the hospitality industry, Naik is poised to strengthen the leadership team, bringing a significant impact to the property's market share and revenue growth. She embarked on her hospitality career in 2002 as a Business Development Executive at K. Raheja Resorts & Hospitality Services in Mumbai. In 2011, Anjali joined Marriott as an Associate Director for Sales at Marriott Hotel & Convention Centre/ Courtyard by Marriott, Hyderabad.



## Chalet Hotels

● Chalet Hotels has announced the appointment of **Sarah Stephanos** as AGM Marketing and Corporate Communications. She will be reporting directly to Sanjay Sethi, MD and CEO of the company, playing a crucial role in implementing strategic initiatives under his guidance. She holds a M.Sc. Psychology in Consumer Behaviour from Women's Christian College, Chennai. Prior to joining Chalet Hotels, Stephanos held influential positions with a collection of contemporary boutique hotels and a leading telecommunication brand.



## Renaissance Bengaluru Race Course Hotel

● Renaissance Bengaluru Race Course Hotel has appointed **Stephen George** as the Director of Food and Beverage. He has 20 years of experience in the food and beverage industry, 13 years of which he spent with Hyatt Hotels & Resorts. His vast experience includes luxury resorts like Park Hyatt in Goa as well as business hotels such as Hyatt Regency Gurgaon and Hyatt Pune. Notably, Stephen played a key role in the pre-opening leadership team at Club Mahindra Resort in Assonora, North Goa.





PRESENTS

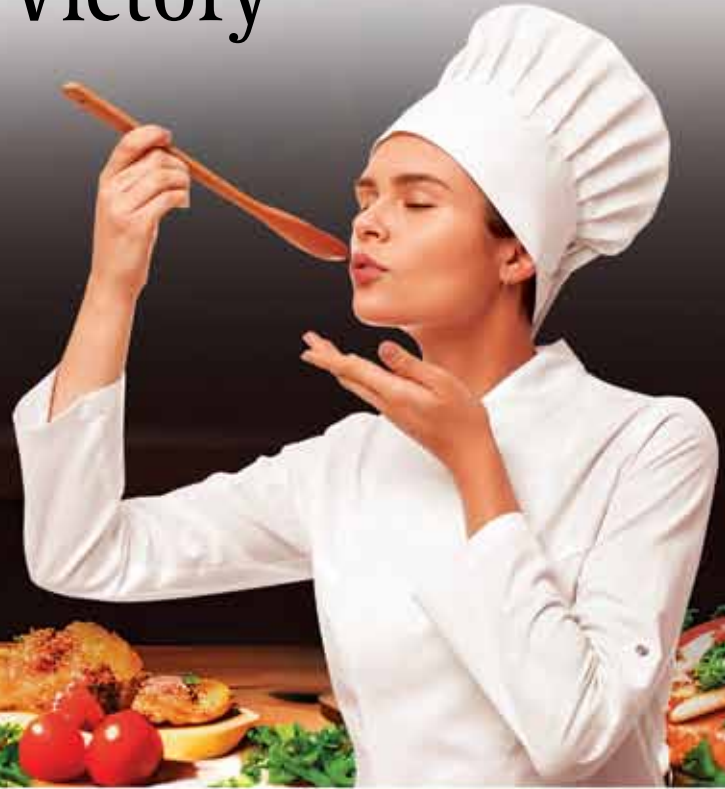


# Your Gateway to Victory

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## A PLATFORM CELEBRATING CULINARY ART IN *Bengaluru*

Incredible Chef Challenge 2024, Bengaluru; The most prestigious culinary competition organised in association with South India Chef's Association (SICA) is the biggest food extravaganza, to recognize the culinary skills, it highlights the promotion of culinary excellence.

### ICC 2024 - FEATURES

- |                                   |                                |                                |
|-----------------------------------|--------------------------------|--------------------------------|
| <b>300+</b><br>Competing Chefs    | <b>100+</b><br>Top Jury Chef's | <b>100+</b><br>Executive Chefs |
| Master Class By Celebrity Chef's  | Chef's Round Table Conference  | Networking & Much more         |
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SUPPORTING ASSOCIATION (ICC 2023)



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### Hyatt Centric, MG Road Bangalore

● Hyatt Centric, MG Road Bangalore has appointed **Ridhima Nagpal** as the new Marketing and Communications Manager. She has been a part of the Marketing and Advertising domain since 2016 and started her journey in hospitality with Hyatt Regency Pune. Prior to that, she has been a part of advertising, marketing, and social media agencies and brands.



### Kamaxi College of Culinary Arts

● **Nazia Parte** has joined as the Programme Director at Kamaxi College of Culinary Arts (KCCA) in Verna, Goa's only culinary B-school and affiliated to Goa University. Parte was previously the Chief Executive Officer of Mumbai-based Ashiraj Education Overseas Consultants. She has held key roles on luxury cruise liners and in hotel brands like Hyatt Regency, JW Marriott and The Oberoi Hotels. She also served as the Principal at Mumbai's St. Francis Institute of Hotel Management. She is an alumnus of the Oberoi Centre for Learning and Development.



### Conrad Bengaluru

● Conrad Bengaluru has appointed **Ruben Nair** as Marketing Manager. As a Marketing Manager at Conrad Bengaluru, Nair will spearhead strategic marketing initiatives, brand development, sales and customer engagement strategies to further strengthen the property as a premier destination for luxury hospitality.



### Fairmont Jaipur

● Fairmont Jaipur recently promoted **Sukhpreet Singh Bath** to the position of Director of Operations. Bath previously served as the Director of Rooms at the same hotel. He joined Fairmont Jaipur in 2019 as the Front Office Manager, overseeing the property's operations. Over the years, he ascended to the role of Rooms Division Manager and then to the Director of Rooms position.



### InterContinental Chennai Mahabalipuram Resort

● InterContinental Chennai Mahabalipuram Resort has appointed **Gobu Kumar** as Executive Chef, under the "Room to Grow" program. Chef Kumar brings a wealth of experience and a proven track record of success within the IHG family. Prior to this, he was Executive Chef at Crowne Plaza Chennai. He is a graduate of Cheeran's College, Erode, with a degree in Hotel Management.





# Annapoorna Inter Food

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# RE-DEFINING

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## Key Figures of past edition

**300** Exhibitors

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**19,000+** Trade Visitors

**25+** Countries Represented

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ICC MUMBAI 2024

# MAXIMUM CHALLENGE

As part of the WOH Expo, the Incredible Chef Challenge (ICC) was held in association with the Western India Chef's Association (WICA) where more than 150 culinary talents across hotel chains and institutes showcased their skills in special categories.

WOH's flagship event, Incredible Chef Challenge always gathers the maximum momentum at the expo with many young chefs and professionals gathering to showcase their talent. This edition was immensely successful as many schools and hotels registered for the event. The challenge was divided into various categories: wedding cakes, fruit and vegetable carving, plated appetisers, and live cooking.

Chef Vivek Kadam, Executive Pastry Chef, ITC Hotels; Chef Rajesh Paramashivan, Pastry Chef, Novotel Mumbai Juhu Beach, Chef Dean Rodrigues, Pastry Chef, Academy of Pastry and Culinary Arts; Chef Sudhir Pai, F&B Consultant - Pai & Associates; Chef Aniruddha Agashe, Consultant Chef, Culinary Operations, CCI; Chef Altamsh Patel, Executive Chef, The Hilton Mumbai; Chef Rashna Elavia, Head Chef, Blamour were all part of the jury judging the three-day competition.

Chef Altamsh Patel shared, "I have been following ICC closely and it's a culinary benchmark. We have seen enthusiastic participation from students as well as professionals. It's a great platform for learning and showcase of skills."





Chef Aniruddha Agashe, opined, “It is an encouraging platform for upcoming chefs to get this kind of exposure to participate, innovate and be creative in their field. Their understanding of the cuisine along with managing and organising skills is reflected in their cooking. I am confident that this effort will go a long way and have a resounding effect in time to come.”

Western India Culinary Association (WICA), a professional organisation for chefs was founded in Mumbai in 2002. Since its inception, WICA has enjoyed a deep and long standing tradition as western India's true representation of professional chefs. WICA has long been associated with the Incredible Chef Challenge providing the knowledge and technical expertise to evaluate the contestants.





















## Winner's List ICC Mumbai 2024

		Class 1: Artistic Pastry Showpiece			
Medal	Name	Organisation	Category		
Bronze	Madhura Datar	Academy Of Pastry & Culinary Arts, Mumbai	Student		
Bronze	Mitra Rao	Maharashtra State Institute Of Hotel Management & Catering Technology, Pune	Student		
Silver	Simran Loungani	Academy Of Pastry & Culinary Arts, Mumbai	Student		
Gold	Tisha Nair	Academy Of Pastry & Culinary Arts, Mumbai	Student		
Bronze	Shrushti Singh	Hotel Sahara Star	Professional		
Bronze	Naresh Rane	Taj Sats Air Catering Limited	Professional		
Silver	Shubham Devgire	Taj Sats Air Catering Limited	Professional		
Gold	Nivida Ghanekar	Trident Hotel Bandra Kurla	Professional	4 - Bronze	2 - Silver
		Class 2: Plated Desserts			
Bronze	Sneha Borhade	Academy Of Pastry & Culinary Arts, Mumbai	Student		
Bronze	Mohammed Bhagat	ITM IHM Nerul	Student		
Bronze	Prisha Patel	Sheila Raheja Institute Of Hotel Management	Student		
Silver	Shravani Ulhe	Academy Of Pastry & Culinary Arts, Mumbai	Student		
Silver	Aarya Desai	ITM Institute Of Hotel Management	Student		
Gold	Ashmeet Oberoi	Academy Of Pastry & Culinary Arts, Mumbai	Student		
Gold	Jaina Maniyath	Academy Of Pastry & Culinary Arts, Mumbai	Student		
Bronze	Durvesh Patil	Hotel Sahara Star	Professional		
Silver	Sapna Chapke	Meluha The Fern	Professional		
Silver	Gargi Ambonkar	Saz American Brasserie	Professional		
Gold	Poonam Vishwakarma	Taj Sats Air Catering Limited	Professional	4 - Bronze	4 - Silver
		Class 3: Plated Appetizers			
Bronze	Abhishek Sabita	ITM IHM Nerul	Student		
Bronze	Chaitanya Shewade	ITM IHM Nerul	Student		
Silver	Amev Jadhav	Chefs Kitchen Institute Of Culinary Arts & Hotel Management	Student		
Gold	Afrah Mohammad Farooq Khan	ITM Institute Of Hotel Management	Student		
Bronze	Snehal Dhotre	Meluha The Fern	Professional		
Bronze	Arjun Negi	Saz Café ( Passcode Hospitality)	Professional		
Silver	Ashish Rajbhar	Hotel Sahara Star	Professional		
Silver	Shubham Pawar	Hotel Sahara Star	Professional		
Silver	Sahil Sawant	Meluha The Fern	Professional		
Gold	Ram Singh	Taj Sats Air Catering Limited	Professional	4 - Bronze	3 - Silver





## Winner's List ICC Mumbai 2024

		Class 4: Three Tier Wedding Cake					
Bronze	Anushka Sawant	Academy Of Pastry & Culinary Arts, Mumbai	Student				
Bronze	Dhurvi Shah	ITM Institute Of Hotel Management	Student				
Silver	Neetu P Singh	Academy Of Pastry & Culinary Arts, Mumbai	Student				
Silver	Vaidehi Kesarkar	Sheila Raheja Institute Of Hotel Management	Student				
Gold	Nikita Angra	Academy Of Pastry & Culinary Arts, Mumbai	Student				
Gold	Zalleri Mehta	Academy Of Pastry & Culinary Arts, Mumbai	Student				
Gold	Durva Kadam	Sheila Raheja Institute Of Hotel Management	Student				
Bronze	Charmaine D'Souza	Saz American Brasserie	Professional				
Silver	Sachin Surange	Taj Sats Air Catering Limited	Professional				
Silver	Navnath Survase	Hotel Sahara Star	Professional				
Gold	Swati Pawar	Taj Sats Air Catering Limited	Professional	3 - Bronze	4 - Silver	4 - Gold	
		Class 5: Vegetable & Fruit Carving					
Gold	Zarnain Khan	ITM IHM Nerul	Student				
Gold	Devendra Waghmare	The Taj Mahal Palace, Mumbai	Professional				
		Class 6: Live Cooking Challenge					
Bronze	Manthan Ghadshi	Chefs Kitchen Institute Of Culinary Arts & Hotel Management	Student				
Bronze	Raj Kumbhar	Chefs Kitchen Institute Of Culinary Arts & Hotel Management	Student				
Bronze	Sandra Shibu	D.Y Patil School Of Hospitality & Tourism Studies	Student				
Silver	Pratham Naik	ITM IHM Nerul	Student				
Silver	Niharika Kocharekar	ITM Institute Of Hotel Management	Student				
Gold	Suyash Kamble	Chefs Kitchen Institute Of Culinary Arts & Hotel Management	Student				
Bronze	Gaurish Hadkar	Grand Haytt Mumbai Hotel & Residences	Professional				
Bronze	Sandesh Jadhav	Grand Haytt Mumbai Hotel & Residences	Professional				
Bronze	Pradeep Mundayath	Hotel Sahara Star	Professional				
Silver	Pravin Shirke	Trident Hotel Bandra Kurla	Professional				
Silver	Sanika Sabde	Trident Hotel Bandra Kurla	Professional				
Gold	Omkar Lokare	Saz American Brasserie	Professional				
Gold	Sahil Pathan	Trident Hotel Bandra Kurla	Professional				
TOTAL				21 - Bronze	18 - Silver	14 - Gold	

# FCIC 2024

## West India Edition concluded in February

The West India Edition of the Food Connoisseurs India Convention 2024 (#FCICWestEdition2024) supported by The Federation of Hotel & Restaurant Associations of India (FHRAI), Co-Powered by TSK Hospitality, Co-Powered by Food Partner Nestle Professional and In-Association with On2Cook concluded successfully on February 12, 2024, at the NESCO Centre, Bombay Exhibition Centre, Mumbai. The fifth edition of FCIC 2024 was one of the most anticipated events for the Food & Beverage Fraternity this year which hosted the industry's most prominent





figures. The event garnered over 2,000 attendees from over 1,000 brands and 26 exhibitors across the HORECA domain.

The event received unwavering support from Zee Business as the 'Telecast Partner,' and NESCO Centre Bombay Exhibition Centre as the 'Hospitality Partner.' Alongside, we were joined by Snapitbread as our 'Bakery Partner,' Jimmy's Cocktail as our 'Mixer Partner,' and Hustle Energy Drink as our 'Energy Drink

with a captivating Inaugural Address delivered by Chef Abhijit Saha, Conference Chairperson of the show. Chef Abhijit, renowned Restaurateur, Food & Beverage Consultant, Oenophile, and Author,

who also serves as Chef-Owner of LYFE, a Farm to Fork Restaurant in Bangalore, graced the stage with his profound insights on 'The Evolution of the Food Service Industry in India - Past, Present, and Future.'



Partner'. The Indian Culinary Forum, Western India Culinary Association, Hotel and Restaurant Association (Western India), and All India Food Processors Association, joined hands as the 'Supporting Associations' of the event while World of Hospitality, Hospitality Lexis, The Chefs Arena, Better Kitchen, and Samyati magazines contributed as esteemed media partners, with TagTalk as the 'Digital OOH partner.'

The highly anticipated Food Connoisseurs India Convention 2024 - West India Edition commenced

**THE CONFERENCE COVERED EXTENSIVE GROUND ON IMPORTANT ASPECTS AND LEADING TRENDS IN THE FOOD AND BEVERAGE SECTOR BY FEATURING 10 SPECIALLY CURATED SESSIONS**

The esteemed guests and fellow gastronomy enthusiasts were treated to an enlightening session, where Chef Abhijit showcased his wealth of knowledge and expertise, navigating through the dynamic landscape of Indian gastronomy.

The conference covered extensive ground on important aspects and leading trends in the food and beverage sector by featuring 10 specially curated sessions such as Navigating the Technicalities of Starting a Food Business, Culinary Teleportation: Exploring Global Flavors in India, Revolutionizing Restaurant Excellence: Exploring Innovations and Best Practices, Reinventing Café and Bakery Culture: The Flavor Revolution, The Shifting Landscape of Indian Nightlife, and Culinary Creativity: Innovation in Food & Beverages.

The event concluded with the Food Connoisseurs India Awards - West India Edition, recognising the outstanding achievements in the culinary realm and celebrating India's dynamic and continuously evolving food culture, celebrating excellence in the Indian Food & Beverage industry. ■

# “We focus on personal touch and experiential events”

Shubhi Singh | Co-founder, Chef, Culinary Artist — The Cookie Dough Cake Cafe

**B**eing part of the hospitality industry right now is truly thrilling. The Indian food service market is booming, currently valued at USD 77 Billion, and expected to skyrocket to USD 125 Billion within the next 5 years. Fusion cuisine leads the pack as the largest segment. It's fascinating to note that in 2023, a whopping 60% of millennials in India dine out for

fusion meals at least four to five times a month. The rise of small to medium restaurants and cloud kitchens has piqued the interest and confidence of investors. While major cities have experienced significant restaurant growth, smaller towns are also driving the expansion of some notable eateries and hotels. Looking ahead, indigenous food chains are poised to dominate the market, overshadowing foreign outlets. Nevertheless, consumers are more open than ever to experimenting with new culinary experiences. It's an exciting time of innovation and growth in the industry.

and going the extra mile to make each customer's experience special can make a huge difference. It's all about those small gestures that leave a lasting impression and keep our guests coming back for more.

## Trends I foresee

An increasingly prevalent trend in today's culinary landscape is the notable shift in preferences among younger generations, who show a remarkable eagerness to explore dining options and diverse food experiences. This demographic segment, characterised by their adventurous taste palate and openness to experimentation, has emerged as a pivotal target market for growing restaurants seeking to capture their attention and loyalty. Moreover, the surge in popularity of fusion cuisine, especially with offerings like fresh dough pizza, health-conscious menus, and dishes made with in-house sauces, handmade for balanced meals, transcends generational boundaries, captivating the taste buds of patrons across all age groups. This culinary trend is underscored by the increasing presence of eateries, mushrooming in various localities and catering to the heightened demand for these flavour profiles.

## Plans ahead...

Our game plan is pretty simple: we're committed to growing steadily, making sure not to overlook any of the finer points along the way. And now, we're ramping up our involvement in events and party planning, focusing on personal touch and experiential events. While we've dabbled in it before, our goal is to make it a regular part of what we do. By doing so, we'll keep on learning and evolving, ensuring that we're always at the top of our game in the business world. ■

## AN INCREASINGLY PREVALENT TREND IN TODAY'S CULINARY LANDSCAPE IS THE NOTABLE SHIFT IN PREFERENCES AMONG YOUNGER GENERATIONS, WHO SHOW A REMARKABLE EAGERNESS TO EXPLORE DINING OPTIONS AND DIVERSE FOOD EXPERIENCES

### Next gamechanger

The bond we form with our guests and the extra value we offer during their time at our outlet can truly be game-changers, emphasizing personal touch and experiential events. While these aspects may seem simple and generic, they matter the most in the hospitality and restaurant industry. Creating a welcoming atmosphere





# Restaurant sector in India is vibrant, evolving and full of opportunities

Rajesh Nayak and Prasad Nayak | Owners, Maasli Seafood Restaurant

**T**he Indian food service market was estimated to be valued at USD 110 billion in 2022 and is projected to reach USD 210 billion by 2028. The industry has been growing at an annual rate of 7%, with the organised segment experiencing rapid growth at 16% annually. The restaurant Industry is highly fragmented, with approximately 1.5 million eating outlets across the country. Quick service restaurants (QSRs) and casual dining establishments are major players in the organised sector.

## Next gamechanger

The next game changer for us could be a strong commitment to responsible hospitality. This involves adopting sustainable practices that can reduce operating costs, increase operational efficiency, and differentiate the business in a crowded marketplace. Some aspects we consider could help us race ahead of our competition are sustainability (implementing eco-friendly practices like reducing food waste, using energy-efficient equipment, and sourcing ingredients locally), ancestral recipes (highlighting unique, ancestral recipes can offer a culinary experience that cannot be found elsewhere), homely atmosphere (creating a warm, inviting atmosphere that feels like home), innovative menus (incorporating forgotten recipes with a modern twist), and community engagement (hosting food festivals and events that showcase the preparation of ancestral dishes can engage the community and create a loyal customer base.)

## Trends we foresee

The seafood restaurant business in India is evolving rapidly, and several trends are shaping its future. Restaurant industry should pursue these main trends that could impact the restaurant operation.

**Tech Integration:** We should increasingly adopt online marketplace and e-commerce platforms for sourcing, and use mobile apps to help us reach our customers and streamline our operations.

**Q factor:** Advanced tools for quality control and safety should be implemented to ensure the freshness and safety of seafood products. Sensors and automated systems help maintain quality during transportation and storage.

**Customer Engagement:** In today's world, educating consumers about our food through mobile apps, websites, and social media has become a trend.

**Data Analytics:** The use of data analytics enables restaurants to offer personalized promotions. Analyzing customer data helps in understanding preferences and tailoring the dining experience accordingly.

## GROWING AT AN ANNUAL RATE OF 7%, WITH THE ORGANISED SEGMENT EXPERIENCING RAPID

**Stand-alone and Chain restaurants:** While independent outlets are always known for their unique offerings and personalized experiences, chained outlets will expand rapidly due to their standardized menus and familiarity.

**Wide cuisine diversity:** With the willingness of people to experiment with new cuisines, restaurants should diversify their menus to attract new customers and entice their loyal clients.

These trends shall decide future course of restaurant business in India.

## Plans ahead..

Maasli Seafood Restaurant is a



popular seafood destination in Mumbai, where oceanic flavours come alive. We have a vision to become the best seafood restaurant, by offering the freshest catch and expertly prepared by our skilled chefs. Our mission is to provide a memorable dining experience to our customers, with impeccable service and a cozy ambience.

Our Immediate expansion plan includes spreading out to different locations in Mumbai and gradually open outlets in other cities or locations, such as, Goa, Pune or Delhi, where there might be a high demand for seafood. This could help us reach more customers, increase brand awareness and generate more revenue. However, we are aware of the challenges or risks involved, such as competition, operational costs, and quality control. We will conduct a market research to identify the best locations, customer preferences and pricing strategies for our expansion to give the best seafood dining experience for our guests. ■

# Giving due importance to simple, home-style Indian food

Anil Mishra and Jharna Mishra | Owners, Meraki Soulful Home Food, a branch of NeoBasix Healthcare India LLP



**T**he hospitality sector has shown tremendous growth over last decade. There has been consistent focus on India as a favored tourist destination with the government’s efforts directed to showcase our country’s uniqueness in terms of its cultural heritage and rich history. Tourists, not only internal, but also India’s own residents are travelling more to see its historical heritage.

The food segment has also been phenomenally expanding. The post pandemic phase has seen increasing trends of online ordering, also there is realisation that making available home-style, hygienic and healthy food for regular consumption for longer periods of time is paramount. With further emphasis on economic growth, the entire hospitality sector is certain to witness much higher growth in the years to come.

**Next game-changer**

Meraki Soulful Home Food is an initiative run by a medical doctor couple. We focus only on healthy home-style Indian food, and want to highlight the importance of simple Indian cuisine, specially to the younger generation to transform its

food habits. There are many health conditions which are linked to our changing dietary habits. Giving due importance to simple, home-style Indian food, prepared following meticulous hygiene standards in ‘Grandma style of cooking’, using high quality ingredients is our focus. Use of best available quality ingredients is the thing we don’t compromise upon. We work on advance orders. Everything is made to orders. This helps us in avoiding food wastage and everything we serve is freshly prepared. Our salads are always a balance combination of vegetable

proteins and vitamin sources. There is no repeated heating of oil. No use of microwave. We prepare our own pickles and dry masala mixes to avoid adulterated. There is no use of any kind of food preservatives. We use food grade packaging materials only. We deliver our soups in non-returnable glass jars, as soups are packed when hot. At least we have not seen anyone delivering soups in glass containers. The main outer boxes are biodegradable There is negligible deep frying in our kitchen. For everything that happens in the kitchen, we have standard operating procedures laid down and displayed. We are trying to bring back attention to millets by incorporating them in our preparations in as many ways as possible. Our guiding principle is ‘Food is divine, we prepare it respectfully, pack it gracefully, and deliver it gleefully. Ours is a doctors’ kitchen and it’s all about good food, health, and happiness.



**WE ARE TRYING TO BRING BACK ATTENTION TO MILLETS BY INCORPORATING THEM IN OUR PREPARATIONS IN AS MANY WAYS AS POSSIBLE. OUR GUIDING PRINCIPLE IS ‘FOOD IS DIVINE, WE PREPARE IT RESPECTFULLY, PACK IT GRACEFULLY, AND DELIVER IT GLEEFULLY**

**Plans ahead...**

Millets is something with which we are experimenting a lot. Millets have already entered into our halwa, soups, khichdi, and some of our dry sweets. With some of our meals we serve millet-based side snacks. That’s an area of interest for us and we would be making more efforts to make it a regular part of our preparations.

Expansion is on our minds, not just geographical but also of the range of preparations. We would be working on our capacity enhancement to take that step. Delivery system is also an area which we need to pay attention to, over next one year. Second year or our operation would start witnessing expansion in both terms as discussed. It will not be a hurriedly taken step. Quality, again, would be the fundamental principle in driving our expansion strategy. ■



# India is perfecting the F&B craft to offer global ready concepts

Amar Ohri | Executive Director, Ohri's

**H**ospitality sector in India is witnessing a huge resurgence post Covid. I am particularly excited to see the explosive growth of the sector in Hyderabad. India's time has come.

I am very excited that the entrepreneurial spirit is unstoppable now. Recently, I met with a few college pass outs who teamed up to do a cafe and their dedication and innovative approach was very inspirational. I am seeing new concepts innovative approaches and brilliant experiences being crafted all around.



As a customer there are a myriad of great choices and, in many ways, we are perfecting the F&B craft and offering products which are global ready. I will not be surprised to see a few Indian brands that become global brands in this decade. There is an upbeat optimism and the country is moving up at a super rapid pace. All in all, it's a fabulous time to be in the F&B space.

#### Importance of regional cuisines

Regional cuisines enveloped in an organised and modern approach is the next big thing according to me. In my city I see Telangana cuisine has arrived and it's a great feeling to see many approaches and interpretations being played out. We also have launched our own regional cuisine brand "Uppu Telugu Cuisine" with great success. With so many wonderful choices in the city it's a win-win for the guests and the brands.

#### Trends I foresee

- Larger formats that are pure destinations
- Higher adoption rate of tech and



**AS A CUSTOMER THERE ARE A MYRIAD OF GREAT CHOICES AND, IN MANY WAYS, WE ARE PERFECTING THE F&B CRAFT AND OFFERING PRODUCTS WHICH ARE GLOBAL READY. I WILL NOT BE SURPRISED TO SEE A FEW INDIAN BRANDS THAT BECOME GLOBAL BRANDS IN THIS DECADE**

automation in the kitchens

- Better analytical understanding of customer data using AI
- More immersive experiences in dining

We are opening two flagships this year and hope to raise the bar in F&B this year through more immersive dining and a higher personalised engagement with our guests. ■



# A lot of innovation is happening with the use of millets

Swetal Padhiyar | Managing Director, Food Solution (India)

## What are the current trends in the food processing industry?

Currently, the industry is seeing new trends and innovations in the field of healthy and mindful eating options, which include

and chemicals, and no MSG. Moreover, plant-based food and vegan culture is also seeing a rise in the Indian market. A lot of innovation is happening with the use of Millets in different cuisines. The adoption of sustainability in terms of products and overall operations in the food service segment is also a good sign of progress in our industry.

## What further role can the government play in the future of food

**processing?**  
I believe the government can start focusing on

“**Serious monitoring and compliance are required to ensure that customers get healthy and safe food**

SWETAL PADHIYAR

correcting things at ground level to ensure the right ingredients and raw materials are coming into the food industry channel, so once the raw materials are right then final food products will see remarkable improvements.



products which are preservative-free, free from Artificial colours

Moreover educating and mentoring all the entities starting from farm to fork in the industry is something very much required, once people are aware of what is right and what is wrong, things will automatically start to improve. As the eating out, eating processed or packaged food trends are drastically increasing in Indian culture, serious monitoring and compliance are required, to ensure that customers get healthy and safe food.

always believed in serving healthy food and have always promoted mindful eating which we achieve with our powerful motto 'Ethics First, Quality Must' So far we have been majorly focusing and catering to the Food Service segment, so now after such a great response and recognition we have got from this industry, going forward we plan to enter into FMCG market with our Healthy, Convenient and Sustainable products which will serve delicious and healthy food in every Indian and global household kitchens. ■



## What are your future plans as a brand?

As a brand, we have



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