



THE CHEFS ARENA

FOR MASTERS OF THE KITCHEN

Thai Cuisine:

Expose your palate to a riot of flavours

INTERVIEW



"The Indian Consumer is becoming a matured connoisseur of food at a fast pace"
Pankaj Jain



"The Future Is Going To Belong To The Skilled People"
Dr Sonali Sinha

INFOCUS

Food & Beverage trends of the future



What Is Food For If Not For Health?

PRODUCT SHOWCASE

Il Forno
By Marco-
Redefining
Pizza Ovens

Marco Cappiotti



SupaCorn - Naturally Healthy, Delivering Goodness of Corn



Welcome to the Arena

Greetings from The Chefs Arena!

It gives me immense pleasure to present to you the inaugural Digital Issue of The Chefs Arena – a magazine dedicated to the Masters of the Kitchen. Designed as a compilation of the best, this monthly magazine contains relevant information for the Chefs, showcasing latest trends and reports on various aspects pertinent to the industry. Aspiring to be a one point source of information for the food industry professionals, the magazine captures a snapshot of the website www.thechefsarena.com, which is being updated on a continuous basis with useful information like updated focused news feeds, periodic researched special reports, interviews, expert opinions, academic updates, new product showcase, etc.

The volume of the food and beverage industry in India has been growing at a remarkable pace and is expected to touch the annual mark of Rupees 5 lakh crore by 2022. Increased focus on the food and beverage segment, has resulted in an increased focus on the community of chefs, from all quarters, be it the customer, management, investors or media. In the given scenario, the chef has taken the centre stage and seen a spurt in their demand quotient. With the focus directly pointed at them, the new age chef has to manage a perfect balance between handling their day to day operations and at the same time focus on being seen at the right places.

Through The Chefs Arena, our endeavor is to create a platform for chefs to interact, explore, share, teach and learn. Join us in the journey to take a closer look at the nuances of this hospitality segment through a different lens. I want to take this opportunity to welcome you onboard this new journey of ours and step into the Arena.

Your opinion counts. Do write back to us to give us your feedback and suggestions on the way forward.

Wish you all a very happy season of festivities.
Happy reading!

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An exciting new beginning...



Dear Friends,

I am happy to introduce to you **The Chefs Arena** – A Magazine Dedicated To The Masters Of The Kitchen. The magazine, with a focused approach towards the food people, will not only provide information which makes us, the people associated with the food industry, more aware about happenings around us, but will also make it a comprehensive one point source for referrals.

It is a positive sign to note that chefs from across the country and across borders have come out of their shells and are today being seen as dealmakers for activities associated with the F&B segment. The skills and talent that they possess are even being commended by the other industries and many chefs have been lured into business activities of other associated industries.

Tourism & Hospitality Skill Council, a government-mandated body set up for upscaling the skills of people interested to be a part of the hospitality and tourism industry, has been genuinely benefitted by the grandiose contribution of chefs from across the country who have been sharing their knowledge and showing the right path to the aspirants. Their contribution, not just in the form of knowledge sharing, but also in ways of providing opportunities to the young aspirants, would go a long way in shaping the future of the industry. I would like to use this platform to thank them all and urge them to continue their contribution towards creating a more able workforce.

I am sure that you will find the content of this magazine an interesting one.

CHEF VIVEK SAGGUR

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Anybody In The Restaurant Biz Will Agree That It Is A Jigsaw Puzzle

Anybody in the restaurant biz will agree that it is a jigsaw puzzle. A complex jigsaw puzzle where every piece has to fit in right so the big final picture looks beautiful, memorable and satisfying to its customers. Every time when this question pops up, I used to wonder what makes it actually inimitable. Personally, the experiential dining which you provide makes your guests rethink a repeat visit back. This in my opinion makes it inimitable.



BY DR. CHEF AVIN THALIATH
Co-Founder & Director of Academics
Lavonne Academy of Baking Science and Pastry Arts

Anybody in the restaurant biz will agree that it is a jigsaw puzzle. A complex jigsaw puzzle where every piece has to fit in right so the big final picture looks beautiful, memorable and satisfying to its customers. Every time when this question pops up, I used to wonder what makes it actually inimitable. Personally, the experiential dining which you provide makes your guests rethink a repeat visit back. This in my opinion makes it inimitable.

These days, as it has happened to any other product or service, customers are provided with a wide array of dining choice and experience. Dishes with humble beginnings from the narrowest lanes are now jazzed and 'gourmet-ed' for upscale audience. World cuisines are knocking the doors of every experience seeking palate effortlessly. Awareness about nuanced difference between different cuisines within a region has tremendously improved- Chinese food is no longer just Sichuan; Pasta

is no longer just prepared with spaghetti; Indian food is a massively wide genre in itself where people no longer associate with just Butter Chicken or Naan. This is the best time in human history to be hungry.

While all these rapid changes keep the diners' heart and stomach satisfied, they pose an interesting challenge to restaurants. How do you keep yourself relevant and appealing to customers who suddenly have easy access to so much variety and exciting dining experiences? What is the magic piece in the jigsaw puzzle that will make your restaurant stand out of the clutter? Why do many restaurants struggle to keep their business alive in this competition? Most importantly how do we make your clientele repeatedly walk through your doors?

To solve for these challenges we need to put ourselves in the shoes of our customers. We have a phrase in Sanskrit "Athiti Devo Bhava" which translates to "a Guest is equal to God". A guest who is treated well is sure to come back for another visit. In a myriad of challenges restaurant biz currently poses, repeat clientele should be the real objective. Studies have indicated that the top four reasons for diners to come back are: Worth for money- 72%, Food Experience- 65%, Ambience- 53%, Discounts and Factorage -29%.

Creating a differentiating factor is a crucial here. This will help in recalling your restaurant's name better amongst customers. How many times have we decided on a restaurant because they serve the best pizzas around, or because they have great music, or because they have an excellent selection of cocktails? It is said that a restaurant attracts maximum customers within a 5 km radius. Hence, you need to ensure your restaurant stands out within this 5 km radius to reap success. To further elaborate on what could be differentiating factors we need to break down what makes a restaurant.

Setting

- Ambience can play as a key differentiating factor. This is a long list ranging from Décor, Music, Cutlery, Staff Uniform, Seats and Tables to Lighting.
- Location of property can surely help your restaurant to stand out. The investment is high but that also

means that there is a high barrier for the entry of the competitors as well.

Service

- Motivating Service Staff can be one trump card that is difficult to imitate. You should understand that they are the human face of your business. They represent the brand itself. Guests see the restaurant through them. Their mood and attitude instantly transfers to your customers. If your staff can imbibe the values and vision of your restaurant and translate that into service, you are home! But that is easier said than done. Your staff are human beings with emotions. They obviously work better when you treat them with respect and foster a sense of purpose and unity in them. Staff meals before service is a common occurrence these days.
- Training Service Staff is another key element in ensuring great service. This is a constant but ever changing process. You need to conduct frequent workshops on servicing, product knowledge and up selling skills.

Product

- While taste and satisfaction in derived value offered by you is a hygiene factor, there are other key aspects that can help you to stand out.
- Consistency is key in this business. You do not want your customers to travel all the way to only be served a different quality of food that their last visit. You do not require sophisticated equipment or a battalion of chefs to deliver consistently. One visit to my favorite dosa place (an Indian savory pancake that will knock your socks off) is a dingy space with plastic stools that dish out crispy, golden brown, ghee laden dosa's the same way every single time.
- Presentation – Sensory branding is a type of marketing that appeals to all senses in relation to the brand. In my opinion, food industry can be the biggest playground for sensory branding. Food can appeal to all our senses at the same time – vision, smell, touch, sound and taste. Menu Refresh – Gone are the days when menus remained fix. Restaurants these days constantly evolve their menus. Currently R&D kitchens have become busier than ever. Chefs travel to different places to understand regional food and the culture better.

Technology

- Leveraging technology to have Loyalty program or Personalized messages during special events like birthdays, anniversaries, etc are established ways to increase customer engagement and in turn sales.

Brand Communication

At the end of the day restaurant is like a person. It needs to have a strong personality around which everything mentioned above gets built on. According

to me it is a fundamental requirement for effective marketing. A poorly defined personality will lead to confusion amongst consumers. Following can help in building a personality:

- Customer Profiling- Defining your target audience is crucial in determining products, type of service and the setting
- Brand Story – A story can enter crevices logic and numbers can't. It creates an emotional connect with the brand. This requires help from your restaurant's logo, ambience, service and products.
- Clearly defined Goals – Quantifiable goals like profit of 15% or sales target of \$ 10 Mn have to be established to ensure the communication leads to an expected result.
- Communication Medium – Suitable means of communication for your target audience has to be identified. We cannot expect advertisement on back page of newspaper to have impact on your target group that has low exposure to newspaper. ■

About the Author:

Dr. Chef Avin Thaliath is a bronze medallist of Bangalore University in 2004 for the Bachelor of Hotel Management degree, Chef Avin went on to pursue an MBA in Human Resources. An educationist at heart, he currently serves as the Director of Academics at Lavonne Academy of Baking Science and Pastry Arts, India. Having always nursed the desire and ambition to set up a specialised baking school in India, co-founding Lavonne is among the highlights of his illustrious career. An advanced level program in Chocolate and Sugar at Fèves de Choco Academy (Malaysia), has fortified his education in his field of interest. He holds the credit of being a Gold Certificate Awardee of Vatel Scholarship, Nîmes, France. After his studies there, Chef Avin has staged under Chef Antonio Teixeira before working at Le Granier A Pain (Paris) and Paris Mamamia in the Institut Vatel (Nîmes). While in India, he has worked with The Taj Hotels and The Orchid Hotels. He is an active member of WACS (World Association of Chefs Society), SICA (South Indian Culinary Association), and IFCA (Indian Federation of Chefs Association). He has authored a number of academic journals, books, monographs and has presented award-winning papers at top-level industry summits. Chef Avin has also served as Assistant Professor at the prestigious Christ University, Bangalore. His experience in the industry spans many years and as such, he lends his proficiency to the art and science of Baking and Pastry. As someone who believes learning never stops, he has recently defended his PhD in oenology studies. In addition, he was featured in the Harun list for the most enterprising entrepreneurs of India.

Does Our Indian Food Have To Look Better To Taste Better...



BY CHEF SHAKESH SINGH

Eating is a sensuous experience and to have a truly sensory delight, it must stand tall on all parameters that make our dining experience a memorable one. These parameters are food presentation, aroma and taste of food, the place where we are having this meal and who is accompanying us. Indian foods are great in terms of their taste and aroma. These are really flavorful; but sometimes its presentation is not eye appealing as compared to other leading cuisines of the world. As a result, some chefs start following them while plating Indian dishes. I do not mind taking inspiration from others but I do not like the idea of copying or following anyone blindly. I think we must understand our culture and food habit first, combined it with our imagination and think of its acceptability throughout the world, before plating our food.

My suggestion is to be Imaginative and Creative. Thinking out of box would make our presentation exceptional. Put the thinking cap on and start doing this. Every master was a learner in the beginning. Do not aim to create some masterpiece in first attempt. But gradually, with time and lots of practice, we can create masterpiece. I personally find, these 10 ways (discussed

below) where we should apply our creativity in order to make our Indian dishes look eye appealing.

Top 10 Tips To Plate Indian Food

1. Do not forget our own Food habits

Indians food habits have been always unique. Food has always been a reason to bring family and community together. People sit together and enjoy their meals. In some case like Kashmiri wazwan, four to five people have their meal from the same plate. We Indians like to have most of the dishes together. Actually our dishes are such that complements each other very well. There is no point eating naan and korma separately, or even the raita or the chutney. They are meant to be enjoyed together. This is the reason we have our Thali and not the seventeen courses in our meal.

2. Understand our food

Indian dishes are different from European dishes. We cook our meats with vegetables, herbs, spices, fat, water and other ingredients together. These results in a meat dish with gravy (sauce), normally eaten with some Indian bread or Indian rice dish. However, in case of most of European meat dishes (for example) the sauce and meat is cooked separately and that too to different stages of doneness. They are normally served with potato and vegetable dish. We should understand this difference and should try to reflect this difference in our presentations.

3. Garnishes, accompaniments and sides

Indians have their own set of dishes, side dishes, garnishes and accompaniments. Some of them are undocumented while most of them are undiscovered. We should discover them, document them, popularize them and use them on our plates while doing Indian food presentation.

4. Colours

A colourful plate is always eye appealing. Plan your menu by taking into consideration the colour of the final dish. Plus we can add colours in various forms like gravy, chutney, salad, bread, rice or any other side dish; but do not forget to have couple of them. We can also plan various themes, tell some story or set different moods with our colour selection.

5. Textures

Texture in food presentation denotes two important

things. First is how the food feels in our mouth. It could be crunchy, soft, firm or mouth melting. Secondly, this indicates the exterior appearance of the food. Does it look crispy or soft, dull or shiny, soggy or dry? A good plate should have a right balance of textures. There are various ways to create right texture of our Indian delicacies.

6. Shapes

Shapes are the easiest ways to add variety to our plates and make it eye appealing. This can also be used in two ways. First, we can use the natural shapes of various ingredients where, we got to be little selective while choosing foods whose natural shapes complement each other. Secondly, we could create various shapes. There are number of cuts of fruit and vegetable which can be used as side dish. Use a variety of knives and cutters to improve presentation without much efforts.

7. Crockerries and Probes

We got to be creative and careful while deciding on the crockerries/ platters/ thalies for serving our Indian delicacies. We should experiment with platters of different colours, shapes, sizes and materials. Let me admit that the manufacturers are more creative than we chefs. And we could plan or design some new platters, they would be happy to help us. Probes are generally not used in plating foods. However, they are of great help in styling different Indian dishes for camera.

8. Portion Size

While making the food look appealing to our eyes, we must not forget the portion size. The quantity should

be adequate. Most of the Indian main dishes (vegetarian or non vegetarian) are with some gravy. The meat/ vegetable and the gravy should be just accurate while plated. Do not add excess gravy on to plate or vice versa. This guideline should also be adhered while plating any Indian appetizer or Indian sweet dish.

9. Temperature

In the course of selecting platters, adding colours, shapes, textures, garnishes we cannot afford to neglect this. Our food tastes great at right temperature. So have a fool proof plan (SOP), a proper set up and a team of committed chefs to implement this SOP every time. Whether the required temperature is zero or hundred degree centigrade, the food must be plated at the same temperature.

10. Simplicity and Balanced approach

Plate should be simple and well balanced with respect to everything we discussed. We should never over crowd our plate nether leave it empty. And I always believe and try to follow the message of French writer Antoine de Saint,

"Perfection is Achieved Not When There Is Nothing More to Add, But When There Is Nothing Left to Take Away".

And we should also not forget that – We as chefs are the greatest artist on this planet. ■

(About The author, a qualified Chef, is a Trainer, Food Photographer, Consultant and Author)



What Do Hotel Professionals Expect From Hospitality Institutes And Fresh Hospitality Graduates In India?



BY CHEF MANOJ PATKAR

There are three parts to the understanding of the Food & Beverage Trends of the future, as follows:

A. Ensuring commercial success

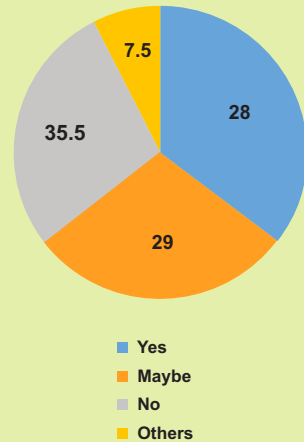
This article is based on research survey responses received from hotel professionals who are majorly employed in four / five star hotels across India. The author has made a sincere attempt to highlight employer expectations from hospitality institutes and fresh hospitality graduates in India. The points listed in this article can be considered by hospitality institutes to bring changes across various spectrum of the curriculum.

Respondents range from being hotel owners, vice presidents, general managers, HR managers, training managers, executive chefs, sales and marketing

A few sample survey questions and their responses given by hotel professionals are listed below for ease of understanding.

Q Is the current generation of hospitality graduates committed and dedicated in the hotel industry?

Manoj Patkar: Below answers are in percentage



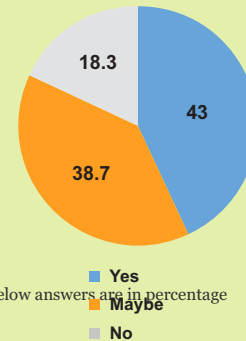
Analysis: More than one third of the respondents are of the opinion that current generation of hospitality graduates are not committed and dedicated in the hotel industry.

managers, food and beverage managers, front office managers, housekeeping managers etc. across various category of hotels of India. 58.1% respondents are associated with five star hotels, 23.7% respondents are associated with four star hotels in India and the others are spread across various other hotel categories, one thing being common is that all recruit fresh hospitality graduates. Thus, the feedback and suggestions received from such hotel professional stalwarts should be taken seriously by hospitality academicians.

The author, Manoj Patkar is currently associated with Symbiosis School of Culinary Arts, Pune as Deputy Director and possess a decade experience working in the hotel industry in India and abroad along with more than a decade experience in hospitality / culinary education in India.

The author is thankful to all the hotel professionals who have taken time out from their busy schedules to guide hospitality institutes and young hospitality aspirers.

Q Would you prefer to employ a person without basic educational qualifications but with specific skills?

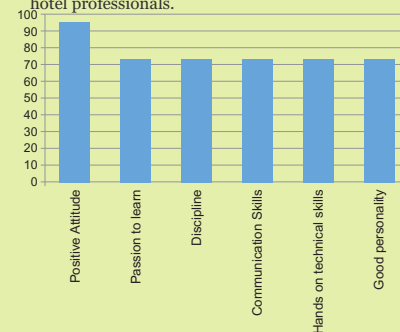


MP: Below answers are in percentage

Analysis: Surprisingly, skill sets are given more weightage above educational qualification by hotel professionals. Thus, hospitality institutes need to focus on specific skill sets in their curriculum rather than delivering generic education to all.

Q Which qualities according to you are most important to assist a fresh hospitality student gain employment in the hotel industry?

MP: The author has highlighted only the top six qualities as per their importance considered by hotel professionals.



Analysis: Theoretical knowledge, general knowledge and computer skills do not feature in the top six quality expectations from fresh hospitality graduates.

The author has highlighted below important expectations / suggestions from a huge list provided by hotel professionals for academicians and students.

Expectations from academicians by hospitality professionals

Student selection:

- Students should be selected through a rigorous process than just with an objective of filling up seats.
- The intake in hotel schools has to be very strict. Either enroll only those students who possess hospitality understanding and good communication skills or the colleges must provide more than one class before campus recruitment for personality development.
- These days the number of colleges is much higher and they just keep enrolling students and are not bothered about industry expectations. They churn out students like a factory, their job is done and they don't care if it is the industry that is suffering in spending so much time in providing the skills to these students when this could have been done at the college level.
- The problem is not with students, it is with institutes who have driven standards to a commercial level. So they don't take in students who have compatible skills but anyone who can pay.
- Admit only those students who are psychologically aligned to the hospitality industry.

Faculty selection & development:

- Faculty with industry experience to be given more weightage over faculty's academic qualification. Include hoteliers in the panel of faculty selection.
- The faculty engagement with the industry should go up at various levels to keep each other updated about the latest trends. Faculties to refresh and update their knowledge.
- The teacher needs to have at least five years of practical experience of a five star hotel as a Supervisor... Oberoi, Taj or the foreign chains like Marriott, Hyatt, etc. in that particular field and needs to excel in the same.
- During the interview, the teacher needs to demonstrate theoretical and practical skills. Look out for passion in the teacher as the graduate performs the task. English grammar is essential.

Hotel exposure:

- A system of constant hotel exposure to students and faculty members is a must to improvise on the overall front. Regular visits to hotel back area. Internships should increase. Better connection with industry.
- They need to work in the industry for a month every year to understand the emerging trends in the industry. Also the institutes should put in an effort to

understand the global changes and make it a point to teach it to the students.

- Please tell students truth about industry, industry is not easy as it is shown in colleges.

Academics:

- Syllabus to be designed by industry experts & training to be in line with practical applications. Syllabus should be revised as per today's norms. Practical's classes should increase. Industrial training objectives and syllabus needs to be re-worked seriously.
- Need to impart real time education to graduates instead of still making them do courses which were set in 1960-70. They need to understand the latest trends as hospitality is a very dynamic ever evolving business which waits for no one to catch up. You are either ready to run the race from the word go or might as well stand and watch.
- Research projects should be assigned to students so that they can create their own individualistic reports on their analytical skills and improve on their creativity skills, no copy pasting from the internet.
- 1st year basics to be revised on regular intervals in the course of 3 years. As in the 3rd year in spite of the back to basics program it does not really help the student to refresh and re-memorize the portion.

Discipline:

- Inculcate discipline n pride among the students. They need to be told that no industry is easy and they will not get anything on a platter.
- If they quit this industry without putting in a sincere effort it's highly unlikely that they will succeed in any other because everywhere there is lots of hard work.

Holistic development of student:

- Experiential learning and grooming while in hotel school. Stop pampering them in colleges and show them the true picture of the industry.
- Kindly work on the students basic practical skill. Most of the time student doesn't know what is the course all about, when they come to hotel for practical exposure, they get scared when they realize that they have to broom the floor etc.
- Re modify the attitude level of the students. Re modify the professional growth, as most of the students are Mommy's boy (highly pampered by parents).

Guest lectures:

- Should always tell the actual condition of industry in terms of salary and promotions.
- Should hire professionals to visit institute on regular basis to share their experience.

Hotel – Institute symbiosis:

- Institutes must have better software's like POS and Micros etc.
- Institutes to become a part of hotel operations rather than functioning like a separate educational institute.
- Inculcate a sense of ownership for the hospitality industry. Students should be made to realize that they are the custodians of the trade they follow.

Placements:

- When we talk about hospitality we make it a point only to talk about hotels, the kid who graduates doesn't have a clue of what options he or she have after the course other than hotels and unfortunately we tend to see kids moving out within a year of their new job.



Expectations from students by hospitality professionals

Updated knowledge:

- Always be updated through the sources in the industry.
- Do not depend on books and bookish knowledge.
- Be practical. Put yourself in the guest shoes and think about the expectations.
- Always keep on researching on new trends of hospitality.
- Stay abreast with current trends, stay focused.

Discipline:

- More disciplined approach towards work and attitude.

During internship / placements:

- They lack mental & physical ability to cope up during on the job training.
- Do not know how to maintain a work life balance.
- Need to learn to set their priorities of socializing secondary and make utmost use of the training imparted with dedication, willingness & ability to strive to reach their goal. Generally they are not mentally prepared to invest time & effort.
- The graduates need to understand the stress and pressures of work and not to take things lightly.

Placements:

- Debates, presentation and knowledge of interviews

- is very important.
- But it all begins with communication.

Suggestions:

- It's a passion and not a 9 to 5 job There are no holidays when everyone is celebrating you are working more.
- We in India still ask students to read books like theory of cookery and modern cooking where as the world has reached to a level of books like modernist cuisine.
- Make the best use of internet as its not possible for everyone to travel the world and buy books it can be of great help to understand what's happening in the outside world. End of the day no matter what profession you tend to choose you have to dedicate 100% and in the hospitality industry there is no compromise.
- Students should be more passionate and not focus more on the monetary value or the end result would be jump over to different job field.
- knowledge - industry update - passion , attitude & discipline - patience - dedication in performance to expect growth.
- Gain as much practical knowledge at college level as possible. Strive to achieve the best. Extract most from your teachers at all levels for your own knowledge. ■

Salt – To Taste Quantity Matters



BY CHEF SALLA VIJAY KUMAR

As important is the quality equally important is the quantity too. We always strive to achieve quality in product or service delivery. Can it be possible when quantity of ingredients are neglected or trended blindly? The best gram age for any recipe column states salt – to taste. So who is going to taste and how many times? The tasting may cost the dish to be left to scarp at the time of presentation for service. Just kidding!! Quantity matters.

Salt is one of the cheapest, important and the most essential commodity used in any global cuisine. There are times when we have more salt in our delicacies – unintentional may be. Then the remedies diary takes its course of rectification just to enjoy the grub. It is possible to quantitize the use by measuring carefully. A teaspoon of salt has about 2,300 milligrams of sodium. 1/8th teaspoon of salt per portion works to make most dishes just salty enough: this is about 300 mg of added sodium. Do consider ingredients which contain more sodium, such as parmesan cheese or soy sauce in any recipe.

Question Impregnate

There is a myth among many that states that there just isn't enough food produced in the world to feed everyone.

The reality is that the world produces enough food for everyone. The problem is that many people do not have access to the resources to produce or purchase enough food. Access and not quantity is therefore the problem.

Body Construct Philosophy

The intake capacity is deterrent from the inbuilt individual digestive strength. At times looks are deceptive. People with smaller slimmer stature eat a huge meal. So it is very important to separate food from our heart. Savoring once in a while is alright, but that's what it should be - a treat and not an everyday routine. If we eat only as much as our body needs, then food gets converted into energy, and not fat.

Pro-Cook Therapy

Mise-en-COOK is being prepared for the culinary adventure getting out every single ingredient and tool and placing it on the counter in the order it is required as per the method of preparation is. Being particular for you to know that in any recipes list the ingredients are enlisted in the order we'll need them.

I have heard people say that chefs have eyes in their hands so they don't need measurement as cooking for a long time perfects their assumption. They would have started by measuring and now aroused to the skill and art of quantity. A little evolved proverb here states "RIGHT PRACTICE MAKES A MAN PERFECT". So everyone starts measuring the quantity of ingredients and so should each one do.

Mentioning the standard recipe card will illustrate better. Check the reason of the existence of the standard recipe card. Just walk along the ingredients, quantity,

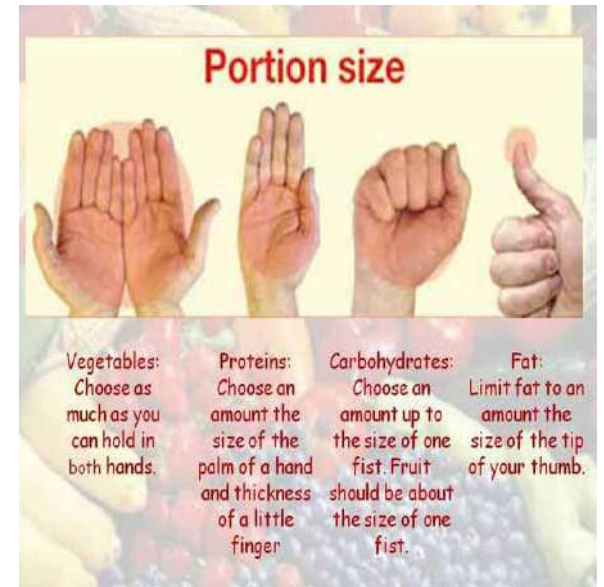
and method of preparation, time, temperature and human involvement completes the dish complete without menacing.

Cue In

As you are measuring, it is a great idea to begin learning what is in each measured ingredient. The ingredient contains its share of nutrients mostly useful and little affecting our lifeline. So the quantity of susceptible ingredients can be altered to healthy options. We might degrade the use of weighing scale on the basis of time and experience, but let us work on standardization more than any scarcity or variety. The advantage in understanding the labeling particulars esp. nutrition information in each ingredient over time can enhancing the knowledge of keeping healthy, merely by going through the list of ingredients.

Quantity in Health Concern

Malnutrition refers to insufficient, excessive, or imbalanced consumption of nutrients. In developed countries, the diseases of malnutrition are most often associated with nutritional imbalances or excessive consumption. Although there are more people in the world who are malnourished due to excessive consumption, according to the United Nations World Health Organization, the greatest challenge in developing



nations today is not starvation, but insufficient nutrition – the lack of nutrients necessary for the growth and maintenance of vital functions. The causes of malnutrition are directly linked to inadequate macronutrient consumption and disease, and are indirectly linked to factors like "household food security, maternal and child care, health services, and the environment.

Food Fashion Pathway

We must ensure the work area meets food safety requirements. The procedural framework employed should encounter selection, weigh and/or measure ingredients for recipes and use appropriate tools and equipment (heavy and light) to dish right quantity of ingredients and right yield thereafter.

The quantity conscious effort can result in consistent food quality, expected/ calculated cum desired yield, employee satisfaction (internal customer and external customer), requirement based nutrient content, food cost control, proper purchasing techniques (procurement and preparation), when recorded for future use can aid culinary proficiency at work place as a default. ■

Salt - to taste Quantity Matters!

(About The Author is a National Award Winning Lecturer from the Institute of Hotel Management, Ahmedabad.)



"The Indian Consumer Is Becoming A Matured Connoisseur Of Food At A Fast Pace"



Pankaj Jain, General Manager Sales, Marketing & Culinary, Rich Graviss Products Pvt. Ltd., a JV between Rich Products USA and Graviss Group India talks to **The Chefs Arena about the changing India market, his culinary journey and culinary - his stress reliver.**

Q Acclaimed internationally as a pioneer in the frozen food industry, how different has been the Indian market for your product range? What are the challenges faced?

Pankaj Jain: India as a market has various dynamics that make it different from other markets. Two main differences are – Customer taste preferences and Market infrastructure.

In terms of Food Preferences or Taste, we can say that India is a collection of 29 different nations. The eating habits, cuisine and the taste preferences change within a few kilometers. So, for food companies, it

Rich's as an organisation is born out of food innovation. Our founder — Mr. Bob Rich Sr., first discovered and created the technology for vegetable creams. Since then we have not looked back and we continue onwards on our journey to give effective food solutions to our customers.

always is a challenge to launch a successful product with nation-wide acceptance.

We achieve this by getting our products to a basic common taste preference across the country and then our expert chefs work with our customers to develop end recipes that suit the needs of the local clientele.

Q Rich Graviss offers a range of products making it convenient for the industry professionals. Which is the leading product of your range for the Indian market and what makes it the leader?

PJ: Rich's is the world leader in the Vegetable Cream Product category. We make emulsions to replace dairy cream in both Cold and Hot Applications. Our products not only enhance the taste of the end final dish, they also give the convenience of versatility and stability to the Chefs. Rich's Whip Topping – Gold, has been our most successful product in recent times. It received a phenomenal response from chefs owing to its premium taste and mouthfeel.

Q Your organisation has been known for innovative breakthroughs. What is the latest that chefs and culinary enthusiasts can look forward to? Is the next edition of Rich's Gourmet Guide in the pipeline?

PJ: Without being specific on the names of products that we will launch in the next year, I would like to explain the thought process that is driving our New Product Strategy.

The hospitality industry has such a vast opportunity for growth, and I feel that we do not have enough and timely innovation in terms of food solutions, especially in India. This is hindering the growth of the industry. Wherever people have come up with solutions for the food industry, it has spurred the growth of the Food Service businesses.

Rich's is very committed to food innovation. There have been many examples where the innovative solutions have helped the Food Service operators to improve productivity, reduce costs and improve profits. Food engineering is serious business and is the only way for the industry to grow.

The industry is moving from Scratch ingredients to premixes, Speed Scratch solutions and in some cases partially finished or even fully finished foods. Rich Graviss Products is focused on providing solutions to help the Food Service operators to expand operations, multiply outlets and maintain offering consistent standards of food to their customers.

Rich's Gourmet Guide is our platform to showcase the exemplary work of our talented Chef team in developing application solutions for our customers. Our chefs take the current and future trends from the world over and marry that with Indian consumer preferences, and then demonstrate who these can be made locally by our customers within their infrastructure and with the ingredients available in India.

We will surely continue to hold such events, and in fact, for the current year, we plan to take such shows to tier II and tier III towns.

Q There is a larger unorganised sector which works in the food segment in India offering all kinds of products. Are they perceived as competition when planning the launch of a new product? How does a large organisation like yours tackle the situation?

PJ: Rich's as an organisation is born out of food innovation. Our founder – Mr. Bob Rich Sr., first discovered and created the technology for vegetable creams. Since then we have not looked back and we continue onwards on our journey to give effective food solutions to our customers. We have always endeavoured to ease the work of chefs by learning their problems and coming up with answers that can give them the 3 kinds of solutions they look for.

We can proudly claim that Rich's Whip Topping has

changed the face of the western cakes and desserts industry in India. We have not only helped the operators but made it possible for the common man to enjoy the goodies at his convenient time and place.

With such a legacy and a strong value base, we are more focused on what we can provide to the industry, markets and the consumers. We are more than welcoming to everyone who wants to provide similar or other solutions to the market. We also acknowledge our role as pioneers in this industry and at relevant times do even provide some sort of guidance and help to those endeavouring to provide solutions to the Food operators.

Q What are the ethos that you imbibe from Rich as a company?

PJ: At Rich's we believe in and live by our values, which we term as our "RICH PROMISE"

Rich Promise is based on three commitments we make to our customers:

Insight- We act as an extension of our customers' internal teams. We research the marketplace, analyse information, and put knowledge and insight into action for our customers.

Speed- We innovate with speed and respond with urgency. We strive to anticipate opportunities and solutions long before our customers even realise that they have a need.

Character- We have a strong sense of doing what's right and a connected global culture that enables our people to bring our values to life.

Q What are the culinary trends that you foresee for the Indian markets to follow?

PJ: As per there will the following key trends in the Indian markets-

- The Indian consumer is becoming a matured connoisseur of food at a fast pace. We will thus see a plethora of new and unexplored flavours in the Indian market like – Yam, Red Beans, Caramel, Macha, Cinnamon, Salt.
- The World over consumers are moving towards health and authenticity. This trend will impact Indian market too, but will continue to be niche- Vegan, Plant-based, Natural, Clean Label, Organic, Healthy
- With the advent of the Global Market concept, the availability of more and better ingredients will drive the Food Service operators to offer newer and better dishes on the plate.
- The Standard of Food Safety and Hygiene is surely going to improve by leaps and I really thank the



Indian Government for the steps that they are taking to make this happen.

Q From your first assignment in the kitchens of Taj Hotels in Mumbai to the swanky office of the corporate world, your journey has been an inspirational one. Take us through your journey in brief.

PJ: Taj was my first job and till date very close to my heart. After almost two years at Taj, I took a foray into business and set up a bakery up North. Could not stay away from Mumbai for long and came back to the city of dreams in 2000. Got back to the kitchens with RKHS as the site chef at American School of Bombay. This again was a very interesting work profile. Thanks to the School Superintendent - Mr. Jim Mains, we would have to revamp the menu every week. He would literally bring recipe books from US for me to try and introduce new dishes for the kids. This job sparked the thrill of discovery in me and when Rich's offered me a job profile which majorly was to discover new applications for their products, I could not resist it.

In the 17 years spent at Rich's, I have moved across various roles to finally head all the customer-facing functions - Sales, Culinary and Marketing. Though the role may sound big, I believe my job is still the same from Day One - to ensure that our customers are satisfied with the products, service, and support that they get from the organisation and that Rich's in one way or the other continues to contribute to their growth.

Q Tell us about your current role?

PJ: As I have said above, my role is very simple...to ensure that every customer of ours has the same Wonderful Rich Experience that we idealise. And I have the responsibility to drive this through managing the three functions of Sales, Marketing and Culinary.



Quickfire:

- Favourite food- Ghar ki Dal
- Favourite restaurant- Royal Dhaba Chandigarh
- Most admired person/chef- Chef Ferdinand Metz
- Favourite holiday destination- Home - Pune - As I travel out of home for almost 20 days a month ... home is where the heart is.
- Favourite movie- Satte Pe Satta
- Favourite TV Show- Sherlock Holmes
- Favourite book- Inferno

Q Do you miss being in the kitchen?

PJ: Yes, I sure do miss being involved in the kitchen as actively as I used to be. However, this has given me the opportunity to use my talent for my Kids. I try and use the weekends to cook for my family. Someone asked me ... what is more stressful of the functions - Sales, Marketing or Culinary ... and I answered very candidly - Sales is physical stress, Marketing is Mental Stress and Culinary is the stress reliever.

Q Are there any moments in your professional career which you would have liked to be different from the way they were?

PJ: I have never planned my career, but have always grabbed any opportunity that came my way to learn and grow. I do not think I would like to have it any different from what it is today.

Q What is the one moment in your career which you cherish the most and that brings a smile to your face?

PJ: When I look back, I love that day I decided to join Rich's. ■



Indian School Of Hospitality Reimagining Education For The New Generation

The world we live in today is changing. It's evolving faster than ever before. It's connecting us in new ways. It's unifying the world and communities across it. Borders and walls are dissolving, replaced instead with carefully thought out campaigns enticing visitors into countries that had shut themselves off from

the world barely two generations ago. Across the globe, customer service is helping determine our consumer habits - with a single experience having the power to create a lifelong association between customer and brand. Whether we're travelling, visiting our local bank, shopping, dining out at a favourite restaurant, going on a weekend getaway, attending a wedding or even test driving a car we've finally decided to treat ourselves to - we're all engaging with the world of hospitality. Our world today is built on interactions and service - and where knowing the right formula can transform small companies into global



powerhouses or take professionals to the summits of their career. We're all living a world that's run on hospitality - whether we realise it or not.

This steady growth within the industry has made hospitality education an ever-increasingly popular - albeit niche - choice for students across the globe. With

potential opportunities to work in some of the most aspirational modern industries today, it's easy to see why it's a glamorous and attractive choice for aspiring young students, who are choosing hospitality and its flexibility over more traditional educational paths. India, with its own healthy growth within the hospitality and travel and tourism scene, needs to attract capable and aspirational talent of its own more than ever before. While the sector currently employs approximately 10 million people, it's predicted to expand to almost 14 million by 2022 - an influx of incredible opportunities for India's youth - and

Vision:



Dilip Puri

Founder, Indian School of Hospitality

One of the most important trends that I have seen in my three decades of experience in the hospitality industry is the impact of the changing talent scape on the business

and performance of organisations engaged in the tourism and hospitality sector. It is my belief that the battle for market share in the future will be fought as much over customers as over talent.

It is indeed a very exciting time in India to be starting higher education - with the macro indices of the economy and the hospitality sector showing strong growth.

The up and coming generation cannot be taken for granted - they pick up skills and knowledge faster than ever before, adapt to ever changing technology faster than before, and have an unrelenting desire for knowledge, innovation, and success.

At ISH, our philosophy is to provide today's youth with a truly international quality of education through world-class infrastructure, faculty, and resources in an environment that fosters creativity and innovation.

An education in hospitality is the beginning of a journey into a diverse and exciting range of career opportunities, not limited to hotels and food & beverage or even the corporate world. While more and more businesses in the service sector are reaching out to professionals with a qualification in hospitality, a large number of young graduates are also pursuing entrepreneurial ventures straight out of college.

It is a vibrant, exciting and ever-changing world out there and it is our endeavor to prepare students to be future proof, fostering a spirit of entrepreneurship and innovation through a uniquely designed academic curriculum.

I look forward to welcoming students to begin this exciting new chapter of their lives with the Indian School of Hospitality and experience a whole new world for themselves with us at their side.

a more important time than ever for the country to focus on the importance of hospitality education.

This emerging new landscape is exactly where the genesis for the Indian School of Hospitality was born. Founded by Dilip Puri, Former Managing Director and Regional Vice President of Starwood Hotels and Resorts South Asia, the Indian School of Hospitality (ISH) aims to adapt a new form of pedagogy that will revolutionise the way hospitality education is delivered and experienced within the country. With over three decades of experience in hospitality, Dilip is considered to be one of the country's most influential thought leaders within the industry and has experienced a meteoric career that has spanned across continents and some of the biggest hospitality brands across both India and the globe.

The prime basis of the ISH philosophy is the seamless integration of academic and life skills being delivered to students, helping them succeed and grow as the leaders of tomorrow - giving them the tools they need to successfully shape one of the most rapidly evolving industries across the globe. The education structure is aimed at providing the ideal foundation for hospitality skills, managerial and leadership development, strategic thinking, as well as an entrepreneurial outlook - providing a strong foundation for lifelong learning and further skill honing throughout graduates' careers.

To help ensure a truly international standard of hospitality education, ISH has entered into a strategic partnership with Lausanne Hospitality Consulting (LHC), the Swiss knowledge development and management advisory company of Ecole hôtelière de Lausanne (EHL)-the world's oldest and top-ranked hospitality management higher education institution worldwide. ISH has partnered with LHC in preparation for an academic certification by EHL, alongside curriculum development and faculty training. Through this partnership, ISH is developing undergraduate programmes in hospitality management, culinary arts, culinary entrepreneurship programmes, with several long and short-term programmes in both culinary and executive education to become available in the future.

With so much on offer for prospective students, Dilip makes sure to emphasise the benefits ISH will bring to the table for the industry, too: "The opportunity to set up ISH has given me the chance to pursue my passion for transferring knowledge, but it's also offering me an opportunity to finally give back

to an industry that has given me so much over the span of my career. Providing a talent pool to fuel the growth of the industry is critical to the long-term sustainability of the tourism and hospitality industry. Our unique graduate profiles will allow students to opt for a career in multiple sectors, including but not limited to hotels & resorts, luxury & retail, banking & finance, entrepreneurship and more. There's a whole wide world open for you after an education in hospitality," he comments. What's more, by providing genuinely value-adding internships, combined with the academic learning at ISH, graduates could enter into jobs in the industry which otherwise may take an additional two years of management training, saving companies valuable time and resources. Overall, this is where the true success of ISH will shine through - on its industry connect and ability to provide strong placement opportunities for graduates. To this end, ISH's industry associations include eminent players such as GOCO Hospitality, Marriott International, AccorHotels, The Oberoi Group, Leela Palaces, Hotels & Resorts, Sarovar Hotels, Jet Airways, Taj, Shanti Hospitality and more.

Additionally, ISH makes sure to recognise the

meteoric rise of culinary arts and foodie culture. With their undergraduate culinary arts and culinary entrepreneurship programmes, ISH aims to provide students with a cutting-edge combination of culinary expertise matched with business know-how and an entrepreneurial drive - with students undertaking modules in microeconomics, interior design and human resource management amidst gastrophysics, fine dining practicals and Indian cuisine. This approach to culinary education aims to give graduates the freedom to either enter the industry at sous-chef level or pursue their own venture straight after graduation - a fast-track for ambitious young aspirants looking to make their own mark on the culinary world.

There's no denying that hospitality education is steadily picking up steam within India, parallel to the industry's steady upward climb - meaning tomorrow's landscape needs talent that is more ambitious, well-equipped, entrepreneurial and innovative than ever before. By bringing together the needs of the industry - and the expectations and learning habits of today's student - ISH aims to create an educational experience that can successfully prepare future-ready professionals and help give tomorrow's industry the talent it requires. ■



Thai Cuisine: Expose Your Palate To A Riot Of Flavours



Just like its breathtaking natural attractions, Thai Cuisine has been known to be one of the most appreciated and popular cuisines across the world. An array of available ingredients, which harmoniously combine, both in taste and in the use of herbs and spices, makes the cuisine irresistible.

Over the years, Thailand has been a favoured tourist destination not just for the Indian community, but the world at large. It is no surprise then that India ranks among the top nations whose residents throng Amazing Thailand to discover more of this beautiful world-famous destination. It does not attract just the Indians, Thailand ranks 3rd in the world in terms of international tourism receipts, bringing in a large number of tourists from most parts of the world.

As a visitor, one can choose to indulge in the hustle and bustle of the busy malls and night markets of Bangkok – shopping to their heart's content; visit the vibrant streets of popular cities of the destination to experience their rich culture and traditions; opt for holistic solace by visiting some of the most serene temples across the country; or chose to recuperate and rejuvenate amidst the tranquil surroundings of one of the most sought after tourist destinations of the world.

Whatever be your reason to visit Thailand, one of the prime attractions

remains its diverse cuisine. Just like its breathtaking natural attractions, Thai Cuisine has been known to be one of the most appreciated and popular cuisines across the world. An array of available ingredients, which harmoniously combine, both in taste and in the use of herbs and spices, makes the cuisine irresistible.

Thai cuisine is an extraordinary combination of sour, sweet, salty, bitter and spicy flavours, which is adorned by



stunning aromas and a delicate presentation that work together to make each dish come alive.

Classically composed of chili, garlic, onion, shrimp paste, and sour tamarind, these sauces are easy to cook and add flavour to Thai dishes in such a way that they can be served as a main course, side dish or simply as a seasoning for rice.

Thai curries are loaded with flavour, taste, and therapeutic benefits! The curry paste, made from fresh herbs and spices is used for treating heart problems. It is cooked in coconut cream before being added to meat and vegetables.

Thai food varies depending upon the area or region of Thailand the dish originates from. Exotic flavours can be found everywhere in Thailand. However, each region has its own specialty and its own way of preparation. These regions include the north, northeast, south and central.

Be it a roadside stand or a fine dining restaurant, it is easy to explore the diversity of Thai cuisine with the different styles and tastes of the country.

What is Traditional Food in Thailand?

Thai cuisine is a fusion of the best of Indian and Chinese traditional gastronomy such as noodles, curries, sweet and sour dishes as well as exotic spices.

The secret to Thai food is a balance of five flavors: sour, sweet, salty, bitter, and spicy. Thai cuisine is well known for its spiciness. A typical Thai meal would include rice, fish, soup, salad, spicy vegetables and sometimes a dish of pork, chicken or beef.

Thai or *Yum salad*, have sour, salty, sweet and spicy flavours. A yum is a hearty dish consisting mostly of meat, fish, or seafood, tossed just before serving with a simple mixture of fish sauce, fresh or dried chiles, lime juice, and herbs and often served atop a bed of salad greens. Their preparation is quite simple as you just have to mix broth with fish, lime juice and sugar and add meat, seafood, or simply vegetables. The salads are often topped with fresh herbs such as mint, lemongrass, Kaffir lime leaves, and coriander.

A spicy papaya salad - Som Tam is a famous example, which comes from Central Thailand Region. Traditional Lao salad, a type of salad containing meat, onions, chilies, roasted rice powder, and garnished with mint, is a popular dish from the Isan Region, an area where the majority of the population is of the Lao ethnicity. Sticky rice – Khao Niao, steamed traditionally, is eaten as a staple food both in the northeast as well as in the North of Thailand. Mu ping – marinated, grilled pork on a stick, is another popular dish consumed across the Kingdom.

Thai cuisine is well known for its spiciness, with Som Tam being a famous example. In fact, however, the secret to Thai food is a balance of five flavors: sour, sweet, salty, bitter, and spicy. ■

Popular must-try food in Thailand?

- Tom Yum Goong (Spicy Shrimp Soup)
- Som Tum (Spicy Green Papaya Salad)
- Tom Kha Kai (Chicken in Coconut Soup)
- Gaeng Daeng (Red Curry)
- Pad Thai (Thai style Fried Noodles)
- Khao Pad (Fried Rice)
- Pad Krapow Moo Saap (Fried Basil and Pork)
- Gaeng Keow Wan Kai (Green Chicken Curry)



Thailand - A Gastronomy Destination



By Soraya Homchuen
Asst. Executive Director, Tourism Authority of Thailand

Thailand, a tourism destination so popular and well-known that it arguably markets itself, is betting on gastronomy as one of its key pillars of their new Open to the New Shades campaign. The idea was to attract visitors to discover new perspectives in existing attractions, or indulge in unique experiences in new tourist attractions like the categories of Gastronomy, Nature and Beach, Art and Craft, and Thai Culture and Way of Life etc.

Thai cuisine is a simple yet clever combination of Eastern and Western influences harmoniously combined into that je ne sais quoi. Sour, sweet, salty, bitter and spicy flavours work together to make each dish come alive. Thai dishes are always changing and adapting as you visit the different parts of the destination. One of the biggest factors that affect the cuisine is geography.

Thai food in the north is like nothing visitors have ever seen before. Even those who have visited Thailand will be surprised as they make their way

across. The two main flavors that are found in most dishes in the north are bitter and salty. Khao niao (sticky rice) is the staple of the Thai diet in the north and northeastern regions of the country, as opposed to white rice. Whereas the northeastern region also known as Isaan offers incredibly unique cuisine with dishes that are not made elsewhere. The food in this region is usually boiled or grilled as opposed to fried, making it a bit healthier in comparison to popular dishes in the central region. The most popular dish from the Northeast is "Som Tam" or Papaya Salad, which is now a common dish for Thai people in every region.

Heading towards central Thailand, it offers specialties of both the north and south of Thailand. The flavors here are usually a bit milder in comparison to other regions. Those looking for intense flavor should head to the south of Thailand. The food changes almost as drastically as the landscaping. From rural northern Thailand to the busy city of Bangkok, we have finally made our way to the south of Thailand. It is here the dishes are not only the spiciest but also the saltiest.

There are endless unforgettable flavors to discover and enjoy this custom tailored tour through Thailand and its remarkable culinary traditions. From sensational cooking classes to magnificent local restaurants, opulent temples to immaculate beaches, you will make a culinary journey from spice to decadence and you will relish everything in between. Uncover the secrets of famous restaurants, delight in the cultural traditions of home cooks, and taste the diverse flavors from north to south that bring you into the unique and unparalleled tastes of Thailand. Most schools offer a trip to a local market as part of



the class. The Market Experience is actually based in a market. All the dishes are prepared using the ingredients present in the markets. There is a lot to explore when it comes to cooking in Thailand.

Bangkok's reputation for its thriving, culinary scene has long passed the borders of Thailand and gained worldwide recognition. An ever-increasing number of Michelin chefs have relocated to the Thai capital in order to delight locals and visitors alike with exceptional dishes and extraordinary flavours too. Let's take a look at where to sample their creations. Some of the most popular restaurants include likes of L'Atelier de Joël Robuchon, one of the exceptional Chef Robuchon's concept restaurants around the world, opened its doors in early 2015 and has been a roaring success ever since. With its French haute cuisine, its strict attention to the preparation of premium ingredients and outstanding

service, the restaurant added another brilliant spark to Bangkok's thriving culinary scene.

Le Normandie Bangkok is a culinary institution in the Thai capital. It has been hailed as the best fine-dining experience in the city and for the past 40 years has set the standards for excellent service and premium cuisine. Next to its marvellous menu, the waterfront views make for a truly elegant setting in which to enjoy a glass of wine. Culinary influences are drawn from the French tradition with only the best-imported products used to prepare the mouthwatering food.

Whether you're looking for an island hideaway to relax and get away from the everyday stresses on an idyllic beach or a culture-rich trip filled with exotic temples and ancient wonders, Thailand is the ideal holiday destination. ■



"My Passion Of Making Thai Food Allows Me To Share My Experience Around The World"



Chef Nooror Somany Steppe
 Founding Partner and Director, Senior Corporate Executive Chef
 - Blue Elephant International Plc.

Since 1980, **Chef Nooror Somany Steppe** has played an important role in advocating Thai cuisine and Thai culture to all people around the world via Blue Elephant Group. Chef Nooror has not only been known for her skills in Royal Thai Cuisine and Thai fusion food, but is also famous for producing their own curry pastes and exporting the paste, the sauce and the seasoning ingredients to over 34 countries worldwide. Her exceptional skills and dedicated efforts towards promotion of Thai food has made Blue Elephant well known by food lovers all over the world and she has received numerous national and international awards recognizing her talent.



Q Where are the roots of Thai cuisine? When was it first recognised across the world?

Nooror Somany Steppe: The root of Thai cuisine was during King Narai in the Ayutthaya period and it became recognised across the world during King Rama 5. The first cookbook was also written during this period.

Q You have been considered as one of the leaders in the industry for promotion of Thai cuisine. What has been your inspiration?

NSS: I would say it is because of my passion of making Thai food that allows me to share my experience around the world.

Q The magic of merging varied flavours makes Thai cuisine unique. Your thoughts?

NSS: Thai cuisine has a balanced taste. Diners get a variety of taste in just one bite. This is what makes it unique.

Q Blue Elephant has been responsible for taking the flavours of Thailand across borders. What is

the future and vision of the company?

NSS: Besides Blue Elephant having their own cooking schools and restaurants, we also have our product line, which is being exported, to more than 34 countries around the world. Popularising Thai food is our priority.

Q Regional foods are being promoted through the tourism offices. Which region do you consider to be the richest gastronomically?

NSS: Phuket. Recently, Phuket was voted to be the city of gastronomy of Thailand because of its diversity of cuisine that it got a bit of influence by Malay, Chinese and southern Thai cuisine.

Q The popularity of Thai food amongst the Indian population has been prominently increasing. The tourism department has been focusing on promotion of the cuisine. What do you feel is the way forward?

NSS: As a Thai restaurant, we are delighted that the government of Thailand is doing its best in promoting

Thai cuisine around the world. Nowadays, Thailand is one of the favoured travel destinations among Indian travelers. Last year, at our property in Phuket we organized weddings for Indian couples. There, we catered both Thai and Indian cuisine, available in both vegetarian and non-vegetarian option from my experience. I used to work with Indian hotel chain so I understand their taste as well.

Q Would India see a signature Blue Elephant restaurant in the times to come?

NSS: My daughter is always traveling with me to promote Thai cuisine around the world. Maybe one day we could open up a catering business in India. However, you can get Blue Elephant products in India at all Nature's Basket outlets. ■

Favorite Thai Food Che Chee Koong (Red Curry With Tiger Prawns)

Chu - Chi Tiger Prawns

Tiger Prawns with Red Curry Sauce

Ingredients

- 200 g. tiger prawns (about 6 pieces, un-shelled, deveined)
- 1 ½ tbsp vegetable oil
- 35 g red curry paste
- 150 g coconut milk
- 5 g dried shrimps (grounded)
- 1 ½ tbsp palm sugar
- 1 tbsp fish sauce
- 1 pc big red chilli (Serrano chilli, deseeded, angle sliced)
- 2 leaves kaffir lime leaves (hand-torn)
- 8 leaves sweet basil leaves

Garnish

- 1 tbsp coconut cream
- 1 leaf kaffir lime leaf (rolled, finely sliced)
- ½ pc big red chilli (deseeded, finely sliced)

Method

- In a sauce pan on medium heat: add vegetable oil and red curry paste and stir until an aroma develops and red oil is extracted.
- Add the coconut milk and bring to boil.
- Add the dried shrimps, sugar and fish sauce to taste. Simmer a bit.
- Add tiger prawns and bring them to cook.
- Add hand-torn kaffir lime leaves, sliced big red chili and sweet basil leaves.
- Remove from the heat.
- Garnish with coconut cream, sliced kaffir lime leaves and sprinkle finely sliced big red chilli.

Kreung Kaeng Daeng

Red Curry Paste

Ingredients

- 5 pieces dried big red chilies (15 minutes soaked in water, squeeze water out)
- 1 root coriander root
- ½ tablespoon kaffir lime zest
- ½ tablespoon galangal (finely sliced)
- 1 ½ tablespoon lemongrass (finely sliced)
- 5 cloves garlic (peeled)
- 4 pieces shallot
- ½ teaspoon salt
- 1 teaspoon ground roasted cumin seeds
- ½ teaspoon ground roasted coriander seeds
- ½ teaspoon white pepper powder
- ½ teaspoon shrimp paste

Method

- In a mortar: pound all ingredients together until they become a smooth paste.
- The paste can be kept in an airtight container or airtight plastic for two weeks in the refrigerator or one month in a freezer. For a vegetarian red curry paste, omit the shrimp paste.
 - If you would like to preserve the curry paste longer, add extra salt. This is a traditional Thai food preservation.



“Thai Cuisine Is A Simple Yet Clever Combination”



Kritsada Khusakul from Bangkok and his wife Pethchuda Kawchhari started Thai House's Kitchen restaurant in Pune in 2006 and have successfully brought the flavours of Thailand to India. They talk to The Chefs Arena and discuss the fine points about the growth of Thai cuisine.

Q The popularity of Thai cuisine in India has been continuously increasing. Could you please share your thoughts on what makes Thai cuisine special?

Kritsada Khusakul & Pethchuda Kawchhari: Thai cuisine is recognized as one of the most outstanding culinary creations in the world. Handed down from generation to generation, it is distinctively unique in flavor, with artful decoration adding to an impressing of superb creativity. The most important aspect of Thai cooking is probably the taste and aroma of the food. Hence the use of spices and aromatic plants such as sweet basil, mint and galangal enhance the flavor of Thai dishes.

The basis of a Thai meal is of course, rice. This is commonly steamed, although it may be made into noodles, while glutinous or 'Sticky' rice is preferred with some regional specialties. Accompanying are four or five main dishes featuring vegetables, meat, seafood, fish, egg and soup according to choice. Utensils are a fork and spoon, and after helping yourself to a scoop of rice, you take a small amount from the other dishes as taste and appetite dictate.

Beside the rice and main dishes, absolutely essential to any Thai meal are the sauces to give additional spice and seasoning. For the novice there can be a bewildering number of these, but the most common are "Nam Pla", a liquid fish sauce which is extremely salty, and "Nam Prik", also a liquid but with pieces of chilies, garlic, shrimp curd, sugar and lime.

Q Tell us something about the history of Thai Cuisine. When was it first recognised across the world?

KK & PK: Thai cuisine is a simple yet clever combination

of Eastern and Western influences harmoniously combined into sour, sweet, salty, bitter and spicy flavors that work together to make each dish come alive. Thai food varies depending upon the area or region of Thailand the dish originates from. These regions include the north, northeast, south and central. Historically, aquatic animals, plant and herbs were popular ingredients included in most meals. Large quantities of meat were mainly avoided for in part to the Buddhist background, and instead strips of meat were flavoured with herbs and spices, or meat was cooked or roasted and then shredded.

Traditional Thai cookery involved stewing and baking, or grilling. However, the area that is now Thailand, Laos, Burma (Myanmar), Cambodia and Vietnam were settled by the ancient Chinese an estimated 1,400 hundred years ago. With the migration of Chinese people into Southeast Asia, frying, stir-frying and deep-frying of food became more popular techniques, and to this day Pad Thai (fried noodles) and Khao Pad (fried rice) remain classic Thai dishes.

Other culinary influences from the 17th century onwards included Portuguese, Dutch, French and Japanese. The chilies initially came to Thailand during the late 1600s by Portuguese missionaries who had taken a liking to the fiery ingredient in South America.

Thai cuisine pre-1600s was based around things like shrimp paste, sea or river fish and lots of vegetables and aromatic herbs. The chilli, without which Thai cuisine seems unimaginable, actually came to the region from South America in the 17th Century. We can, apparently, thank Portuguese missionaries for that.

Nowadays, Thai food has absorbed elements, techniques, ingredients and even whole dishes from Burma, Lao, Vietnam and the West. And on the whole it is

better and richer for it. Having said that, you'll still find a few pretty dubious East-West items at certain street stalls and supermarkets. Thai food is still one of the world's great cuisines, but even in Thailand you have to look hard to find the really good stuff these days.

Thai's are well known for their commitment and resourcefulness, and even in cookery they were adapt at replacing ingredients for example the ghee used in Indian cooking was replaced by coconut oil, and coconut milk (which remain today two very popular ingredients in Thai cookery). It might be hard to believe, but Thai food used to be a lot more spicy than it is now, but over the years it was toned down, and fewer and less spices were used in Thai curries, while the use of fresh herbs, such as lemon grass and galangal, increased. Thai food was traditionally eaten with the right hand while seated on mats or carpets on the floor as still happens in the more traditional households. It is now generally eaten with a fork and spoon. Despite China having such an influence on both the country and the food, chopsticks are rarely used, even when eating noodles.

Q Regional foods of Thailand are being promoted through the tourism offices across the world. Your thoughts?

KK & PK: Thailand is a big country with a diverse geography, and over the years this has led to the development of regional differences in its style of cuisines. Currently there are 4 distinct styles of cooking in Thailand.

Northern - The cooking in northern Thailand is generally milder than in the rest of the country. Sticky rice is preferred and is traditionally kneaded into small balls with the fingers. There is a strong influence from neighbouring Burma with popular dishes like Kang Hang Le, a pork curry flavored with ginger, turmeric, and tamarind.

North-Eastern - The food in the north east is influenced by Laos; as a general rule the food is highly spiced, and sticky glutinous rice is the preferred staple for north-eastern dishes. Although there are plenty of meat dishes, historically meat was scarce in the villages, and the main sources of protein were shrimp and freshwater fish. These were often fermented to increase their shelf life.

Central - The central region offers cuisine that is midway between the north and south, although fragrant Jasmine rice is preferred to the sticky variety. What makes the central region cuisine special is that it is home to royal cuisine. This type of cooking, which originated in the royal palace involves much more elaborate meals, put together with complex techniques. It is more of an art form than just regular cooking.

Southern - Southern Thai cooking is the most popular

outside of Thailand since that is the main tourist region of the country. In southern cuisine there is much more use of coconut milk in many dishes. Coconut replaces Ghee for frying and there is a heavy use of seafood in the dishes. Appetizers in the south use a lot of cashews from local plantations, and coconut flesh as a standard condiment.

Q Which region do you consider to be the richest gastronomically?

KK & PK: I may be a little biased towards Southern Region as my choice of the most preferred region of Thailand for food as I grew up in the southern region, enjoying their style of food, and to date prefer to have quite strong flavour of herbs, seafood and coconut milk base.

Q You have been considered as one of the leaders in this region for the promotion of Thai cuisine. What has been your inspiration?

KK & PK: Our business was aimed at the authenticity and consistency of original taste of Thai for special foreigner who had never come to taste Thai food before. Unfortunately, presently Thai food that is widely available in India can be termed more as Thai-Indian, just like Indian-Chinese. A new trend being seen here in India, depicting popularity of Thai food, is that most restaurants have begun to include 2 or 3 Thai curries in their menu.

Our menu consists of dishes that are specifically representation of street food of Bangkok. We create our dishes using ingredients and sauces, which are of well-established brands and are imported, so as to ensure that the taste and authenticity of the dishes are maintained.

We get inspired by the thought of maintaining consistency and authenticity of the food that we serve in a country like India where huge diversity in culture and tradition as well as conservative approach to taste are found. To be acceptable in the competitive space in India and to excel in providing authentic Thai food to our guests is what we continuously aspire and what keeps us inspired.



Q Thai House India has been considered to be preferred for authentic Thai food. What is the specialty of your restaurant?

KK & PK: We are happy to be able to create a niche for ourselves. Some of the popular items on our menu include:

- Tom-Kaar / Tom-Yum (soup)
- Chicken toasted (Starter)
- Sesami wings (starter)
- Som-Tum Salad (salad)

Q The popularity of Thai food amongst the Indian population travelling to Thailand has been prominently increasing. The tourism department has been focusing on the promotion of the cuisine. What do you feel is the way forward?

KK & PK: "Thai food to the world" is Thai Government officially supportive campaign, which marked strategies to:

- To be the number one out of five exported Thai food to the world in next 2-3 years and to be accepted and trustworthy with safe and hygienic quality.
- To be the biggest exporter for Thai ingredients
- To support Thai restaurants around the world
- To be center for information as well as promote Thailand and upgrade Thai restaurants to world class standard quality.

As we are small private sector players looking forward to support from government sector in the aspects of raw-material supply which may not available in some areas (country), and ease of barriers of importing material, ingredients, seasoning flavour and distributor channel, and improving diplomatic ties and reducing restriction between countries. ■

Favourite Thai Food And Its Ingredients

Tom Yum Koong

Ingredients

- 12 medium-size shrimps, deveined
- 10 mushrooms
- 1 stalk of lemon grass (lightly pounded and cut into 2' long)
- 3 lime leaves
- 1 teaspoon of salt
- 2 tablespoons of fish sauce
- 3 tablespoons of lime juice
- 6 hot peppers (pounded lightly)
- 4 cups of water
- 1/2 cup of roughly cut coriander leaves



Papaya Salad (Som tum)

Ingredients

- 2 cups shredded green papaya
- 1/2 cup shredded carrot
- 1/2 cup sting bean (cut into 1' long)
- 2 tablespoons fish sauce
- 1 1/2 tablespoons palm sugar
- 3 tablespoons lime juice
- 1/2 cup tomato (wedged)
- 1/3 cup dried shrimps
- 1/4 cup peanuts
- 10 green chilies
- 5 cloves fresh garlic

Pad Ka-Prao (The fried stir basil with minced pork)



Ingredients

- minced pork 1 cup
- minced garlic 1 teaspoon
- stock powder 1 teaspoon
- cooking oil 2 tablespoon
- soy sauce 1 tablespoon
- fish sauce 1 teaspoon
- minced red chili 1 teaspoon
- sugar 1 teaspoon
- Basil leave 2 tablespoon

Pad Thai Goong Sod (Fried Rice Sticks with Shrimp)

Ingredients

- Shrimp 5
- Noodle
- 1 bunch spring tank
- Red onion, sliced 1 head
- 6 tablespoons fish sauce
- 6 tbsps oyster sauce
- 3 teaspoons of vinegar
- 2 tablespoons sugar
- 1 tablespoon crushed peanuts
- 2 eggs
- 1 lemon, cut into pieces



Green Curry With Chicken



Ingredients

- green curry paste 2 tablespoon
- chicken slice to a small piece 1 cup
- coconut milk 2 cup
- basil leaves 2 tablespoon
- eggplants cut to a medium size a half of cup
- chicken soup stock powder 1 tablespoon
- sugar 2 tablespoon
- fish sauce 3 tablespoon
- red chilies slice 2 tablespoon
- kaffir lime leaves 4 tablespoon

Food & Beverage Trends Of The Future



BY CHEF Y B MATHUR

There are three parts to the understanding of the Food & Beverage Trends of the future, as follows:

- A. Ensuring commercial success.
 - B. Food & Beverage formats of the future.
 - C. Food & Beverage Operational trends.
- These are detailed below:

A. Ensuring commercial success

Food & Beverage business would realize the importance of the economic viability of their about-to-be-launched project. They would work in a positive manner to ensure higher footfalls and revenues, cost-effectiveness of operations, contributions and capacity utilization.

1. Economic profile designed food & beverage outlets

Right designing of the economic profile prior to the launch of the food & beverage outlets would be one of the prominent trends for the year 2018 and beyond. Investors, entrepreneurs and chefs would ensure (a) clear defining of the concept; (b) aligning the operational and functional benchmarks with the concept; and (c) building an eco-system for cost-effectiveness, generation

of higher revenues and profitability. The prime focus would be on enhanced value for the dining experience of the target customer. There would be equal focus on the economic profiling of the outlet as on the cuisine and service profiling.

2. Underwriting of Food & Beverage outlets

Large number of food & beverage business close down within the very first year of their inception. They are unable to garner the desired revenues and profits. Most of these business have good concepts, involve large capital expenditure, and are started with the right passion and intentions. These business fail due to cost overruns and insufficient knowledge of the economics of food business.

The trend of well-conceptualized food & beverage outlets failing due to insufficient revenue and profits would continue.

Underwriting of these business would emerge as a very important trend in the year 2018 and beyond. External agencies would be invited to underwrite business "not doing well". The external agencies, managed by consortium of professional chefs would examine the existing working conditions; evaluate the current business scenario in terms of revenues, footfalls and activity schedules.

The external agencies would then underwrite the business and guarantee higher revenues, cost-effectiveness of the business and enhance profitability,

thereby making the business viable. The external agencies would deconstruct, engineer and re-construct menus, introduce fresh genre of food promotions, introduce co-branding of products to make the culinary offers more attractive to customers, etc. (A case in point is co-branding of buffets by liquor and other beverage companies).

3. Thinking "Global"

The management of food & beverage outlets would think "national" and "global" in place of thinking "local" or one-unit only. This is due to the possibility of funds being available for rapid expansion if the first outlet exhibits quality of returns on investments. Multiple venture capitalists would invest into the F&B arena. This possibility would extend to food processing units.

4. Technology and Digitalization to aid F&B business

Historically F&B business were driven by skills and creativity. Increasing technology quotient would drive the food & beverage business of the future. Technology would support change of

- (a) business scenario;
- (b) ease of operation;
- (c) quality of ready-to-serve culinary products; and
- (d) revenue earning potential.

Food and Beverage business would invest heavily in technology.

5. Analytics

F&B business would employ analytics to improve performances of capacity utilization and profitability. Large number of restaurants would introduce "price-of-the-hour" menu items to improve on capacities.

Analytics would also improve inventory turnover, rescue commitment of capital from non-utilization and enable faster cycle times.

6. Dealing with disruptive environment

The central government is bent upon improving the "ease-of-doing-business". The values of these initiatives would filter to the hospitality industry as well. Positive disruptions and changes in statutory laws would link the food / cuisine to globally acceptable laws governing F&B business. In addition, food and beverage outlets would build systems that synergize with the changing disruptive values on an "immediate" basis.

B. Food & Beverage formats of the future

The formats of the restaurant business, in India and globally have evolved. The Indian hospitality industry exhibits all formats quite well. The food & beverage business at the aerotropolis and those of the mother kitchen concept would be prime movers in the future and probably most successful.

1. Euro-American cuisine QSRs

Year 2018 and beyond would witness large number of Euro-American food companies settling in India through the QSR format. These food companies would be those which are well established in the Euro-American consumer world, and which have their concepts, menu items, and service guarantees clearly defined and identified in a template. With minor tweaking of their standard recipes and their standard purchase specifications, they would be ready to roll out large number of franchisee outlets in India.



2. New Concepts

Year 2018 and beyond would present the Bakery and Confectionery art in its creative and magnificent form in India. Several venture capital-backed high quality establishments, with QSR type of rapid expansion would come up. These would feature Pâtisserie, Boulangerie and desserts (European as well as Indian) as their menu items. These outlets would have provision for customers to enjoy the menu items at the venue as well as offer the provision of "grab-and-go".

Several South-East Asian themed outlets would come up. With India's open invitation to set up business, thousands of citizens from these countries, working in their company's factories or offices have settled in India. They would require "taste imprinting" led food and beverage outlets.

The Indian food and beverage scenario would also witness multiple establishments, each with several

food at five-star hotels and the food at standalones. Restaurateurs would expand their brand labels.

Large number of existing outlets would offer breakfast in addition to their menu items. "All-Day Breakfast" food and beverage outlets are sure to come up.

Above all, bespoke menu items, bespoke recipes, bespoke concepts, bespoke bakery and confectionery products --- all would be in great demand. F&B business which can deliver any part of the "bespoke" platform would be hugely successful.

3. Mother kitchens to support chain operations

Outlet space becoming increasingly expensive, Food & Beverage brands with multiple units in the same geographical location would prefer to institute the "mother kitchen" concept. The mother kitchen concept would ensure intrinsic quality, food safety and greater potential for economic efficiency. The mother kitchen



outlets (stores) featuring just sandwiches or sandwiches and soups as their menu items. "Salad Stations" would come up in large numbers in each metro city and may even filter to second tier cities.

Large number of regional cuisine outlets with very promising culinary display would come up. The important cuisines that would be thus showcased would be from the five southern states, from Maharashtra and Gujrat, and from the north-eastern states. Outlets with cuisine from Odisha may come up also.

The scenario is sure to attract Euro-American cuisines - in fine dining format. "Slow roast poultry" outlets would also be an addition to the Indian food & beverage scenario. Global upmarket brands would prefer to tie up with chefs to start more of stand-alone food & beverage outlets. This is due to the tax differentials between

would produce food products in the format of (a) ready-to-cook; (b) ready-to-serve; (c) scratch foods; (d) convenience foods; and (e) proprietary items like sauces, gravies, concentrates, marinades, flavour enhancers, spice blends - all specific to the needs of the business, including franchises. The mother kitchen is owned by a company which has several food and beverage outlets in the same geographical area. The "cloud kitchen" concept is a variation of the mother kitchen concept.

4. Food tech companies

Food tech companies are evolving to ensure better performances. These companies would consolidate their activities and buy each other out. Unlike the present, these food tech companies would take charge and be responsible for the quality of food and portion size that

they deliver in future. In a way the food tech companies would echo the service guarantees that the individual food outlets declare / must declare.

The food tech companies would also partner the restaurants they pick up food from to (a) ensure quality of hygiene; (b) maintenance of HACCP standards; (c) conformation to statutory laws; and (d) conformation to ethical standards wherever these are applicable.

The food tech companies would access geographical areas where individual restaurants cannot have a physical presence but may have potential customers. If number of menu items of a specific restaurant become "coveted", the food tech company would definitely insist on the restaurant to have several drop points in the same city in a tie-up.

As the food tech business evolve, these would depend heavily on the "cloud kitchen" model of food production. The cloud kitchen is a kitchen-centric model that is

responsible for food preparation, packaging of food into packing material of individual brands and possibly its delivery through high-end logistic support companies. It is possible that multiple brands would work out of a single kitchen, thus offering a wholesome experience to the target customers. Alternately, it is possible that "coveted menu items" of multiple brands are produced under licence / franchisee model in the same cloud kitchen.

5. Organic eateries

Organic eateries have come up at several Indian cities already. Chennai has Green Cafe, Kolkatta has Cafe Organica, Hyderabad has Millet Cave, Bangalore has Rasa India and Green Theory, New Delhi has Navdanya, Gurgaon has Organic Express and Auroville

in Puducherry has Tanto Pizzeria. This trend will not only continue but would take the F&B world by storm. Large number of food & beverage outlets using organic ingredients in the preparation of their menu items would come up. These would be conceptual outlets with specific tie-ups with organic farmers. There would also be a heavy emphasis on the "farm-to-fork" concepts with the menu and menu items changing with availability of fresh produce from farms. The respective farms would be show-cased through such concept-led outlets.

6. Food & Beverage trends - food processing industry

A positive disruption has come in the food processing industry due to the new policies of the Central government. India is likely to attract US \$ 10 billion investment in the food processing sector. (Report of IANS of October 17, 2017).

Evolving urban and semi-urban lifestyles would also create a higher acceptance of packaged foods.

This trend would exhort Chefs (of hotels and restaurants) and entrepreneurs to introduce / consider to introduce the right packaged products in their F&B outlets.

Customers of the F&B outlets and generic consumers are likely to be wary of the quality of the new processed foods. The FSSAI would step in at each stage to ensure "safe foods" through statutory regulations. Chefs and restaurateurs would fall in line and ensure that the processed foods that they introduce for their buffets and banquets are "tummy" safe.

7. Co-branding and mass availability of niche menu items

Certain menu items of successful food & beverage outlets become "coveted" and find the right "niche" with customers. These are "Star" menu items. The customers would certainly like to enjoy these menu items at their convenience and at their homes. Food processing companies would join hands with successful F&B outlets and "process" and pack these menu items for retail business. These menu items would have the control of the outlets in terms of quality of ingredients and the standard recipe. The food processing unit would control the actual bulk production under controlled conditions and the packaging method best suited for each of the menu items.

The trend therefore would be to "co-brand" and liaise with the food retail industry.

C. Food & Beverage Operational trends

1. Exhibitionism

The trend for F&B business in the future would be to move their kitchens in close-proximity and in full view of the customer and add HACCP and food-hygiene matters

to measurable Service guarantees. The trend would be to increase interaction with customers through the outlet's chefs and service personnel through the "show-kitchen" model of operations. The chefs would become as much part of the food service team as the stewards, etc.

2. Exclusive and coveted product line

Food & beverage business of the future would ensure that they have an exclusive and coveted product line or some menu items which take the "exclusive" tag. This would create the "pull" for customers.

3. Creativity, Research & Development

Culinary product development for F&B business has long been on the copy-cat and "me-too" platforms.

Evolving customer preferences, tastes and needs demand fresher

- (a) cuisines / culinary concepts;
- (b) menu items;
- (c) presentation styles;
- (d) accompaniments and garnishes; and
- (e) service guarantees.

This in itself would require introduction of fresh food products and ingredients, often from global sources.

Creativity is a business discipline. To succeed, food & beverage business of the future would adopt an affirmative approach to creativity. The key to retain customers and increase foot falls would be creativity-led culinary research and development. Food and Beverage business would increasingly invest in research & development in a structured manner. These actions would ensure that fresh concepts / menu items are ready to be introduced as and when necessary. The research may not be conducted in their own restaurants, due to paucity of space. The research could be outsourced to a specialist external source.

Such Research & Development would have the potential to take charge of the demands of the target customer of the F&B business, as mentioned above as well as discover / introduce saleable sub-products; introduce fresh platforms of food service as well as cost-effective technology.

The eco-system for research and development would emerge accordingly.

4. Correctness and Speed of delivery

Quality and image conscious F&B business would declare service guarantees as inherent marketing promises. Service guarantees are zero-defect, zero-variable and zero-tolerance benchmarks.

5. Food & beverage service training

The quality of food & beverage service training, of poor quality now, would become very focused. External training agencies would come up to train the workers of the individual outlets with "bespoke" training. This would include training of the "tangibles" which would include menu items, service guarantees and of the desired "intangibles" like warmth, communication skills, personal hygiene, grooming, discipline, etc. Several players backed by venture capitalists would get into setting up of these external training agencies. To ensure capacity utilization of their training centres these external training partners would also get into specific day-to-day hospitality skills training and "skills training workshops"

6. Intangible experiences of the customer

Well trained food service personnel would exhibit warmth and quality professionalism in their service delivery and enhance the value of the dining experience of the customers. As a consequence, the customers would want to re-patronage the outlet and recommend it to family, colleagues, and post their positive experiences on the social media, often instantly. This in itself would reduce the cost of customer acquisition. Customer focus will generate a higher profitability and higher return on investments.

7. Collaboration

Collaborations would be the rule of the Year 2018 and beyond in the F&B business arena. Similar food and beverage business would collaborate with each other and merge if possible. Food companies would seek guidance and support of independent Indian Chefs and food & beverage experts while setting up their business.

8. Support platforms

Several fresh platforms to support food & beverage business would come up. These would be for the community of chefs and food professionals to communicate with each other, and gain from exchange of ideas, recipes, business acumen, and information regarding availability of trained personnel, equipment and ingredients. A case in point is the Tag Taste platform initiated by Mr. Jaspal Singh Sabharwal, Senior Director with the Everstone venture capital company. ■

(The Chef Y.B. Mathur has vast experience in the culinary field and is the Executive Director at the Institute of Culinary Economics, Culinary Design & Application Group.)



Local Cuisines Are On The Rise



BY CHEF MICHAEL SWAMY
The Author is Chef Patron, Food Media Specialist,
Author and Adventurer



Here are a few expected trends of the *Zero Miles*

Local cuisines are on the rise, chefs are doing wonderful things with local cuisines and bringing them to the fore. No longer is it about North Indian Punjabi cuisine.

Return to nature

A few chefs are playing with the thought of return to nature. The food of our ancestors. Foods without pesticides, urban farming and especially foods grown without pesticides that harm bees

North Eastern Cuisine

Foods of the North East are on the rise. The many vegetables available there are not available across India. These lesser ingredients like the vegetables and purple and black rice are making a mark in indigenous dishes

Vietnamese and Korean Cuisine

These two cuisines along with that of South America are making a foray into the Michelin sphere.

Healthy living

These are the new foods of the millennials, healthy eating and being environmentally conscious is the call of the day. Less plastic, no plastic straws, less pesticides.

Drinks & Beverages

Many Michelin restaurants are promoting mocktails and non alcoholic concoctions. This trend is taking the world by storm as bar tenders are pushing their imagination. Guests can drink beverages paired with their chosen food without getting drunk ■

We Are What We Eat



BY CHEF AKSHRAJ JODHA
The Author is Chef and food presenter associated
as the Executive Chef at ITC Windsor Bengaluru

There has definitely been a change that has been noticed in food industry with number of Indian, global and fusion dishes being served. So, what are the food trends to look forward to? All food lovers will surely love to embrace the changing trend. Let's highlight a few trends.

Veggies will be from farm to table

As the phrase says it all, the store, market and distributors have no role to play here. Vegetable, herbs, eggs, chicken, lamb, pork without any hormones or antibiotics are locally sourced and used in area restaurants, commercial kitchens and cafeteria. Farm fresh trend definitely ensures freshness, quality and hygiene. Farm to fork will be trendsetter.

Desi ghee is not a demon

Consuming moderate amount of desi ghee with healthy lifestyle can be considered. Desi ghee is basically saturated fat rich in vitamin A, D, E and K, stimulates immunity system and improves digestion.

Cold pressed oils will be seen making trend

These oils promise to hold on to natural nutritional value of the ingredients unlike many infused oils. Used by our ancestors before refined oil took over market they should however not be heated too long. Use them on top of salads, breads, cooked meat for a combination of flavor and health.

Eating locally is seen to entice diners and is being seen as the hottest eating trend in 2018. There is increase in interest in indulging over genuine authentic local cuisines ruling particular region.

We are what we eat, eating pattern will see less intake of sweets encouraging foodies healthy eating. ■



Major Chunk Moving Towards Organic Or Junk



BY CHEF NITIN PAL SINGH
The Author is Founder - Cook & Bake Academy

Being a home to more than a billion masses, India's food sector is one of the most important aspects of the country's economy. With major consumer base being the younger generation, food trends in India have experienced modifications in the previous years.

An introduction of a plethora of international cuisines, and numerous fine dining restaurants as well as casual cafes have contributed to a change in the eating habits of the society. Also, the opulent ambience of such restaurants, and the creativity of the modern day chefs in developing various fusion cuisines have given a new meaning to food trends in India. Most of these restaurants and cafes serve liquor as well, which has opened a window for people to spend a rejuvenating time with their friends, and family.

Talking about food also raises the topic of diet, which has become a major issue in the last few years. A drastic change in the food trends, has also led to various health problems due to which many people have started opting for a healthy lifestyle by including organic supplements in their staple diets. A large number of fitness enthusiasts have also motivated the youth to switch to a healthy lifestyle. The new concepts which have been emerging are farm to fork, vertical indoor farming, floral flavours, puffed or popped snacks. The ingredients which are new additions to the gastronomy world will be Chaga Mushrooms, Cassava Flour, sugar alternatives etc.

So, we see that the food trends in India have witnessed remarkable modifications along with the changing lifestyles, personal choices, and spending capacity of the people. ■



FUSION CUISINE CULINARY INDUSTRY HAS RAPIDLY EVOLVED OVER THE LAST 10 YEARS

BY CHEF SUNIL SONI

CHEF SONI, AN EXECUTIVE CHEF WITH A VAST INTERNATIONAL EXPERIENCE, HAS WORKED AND OPENED RESTAURANTS ACROSS THE WORLD INCLUDING TWO IN BOSTON USA, SEYCHELLES AND KUWAIT. HE HAS ALSO PUBLISHED A BOOK ABOUT AWADHI CUISINE



The culinary industry in India has rapidly evolved over the last 10 years. As more people work and have got higher disposable income, they are eating out more and more, thereby resulting in more eating options being made available to them.

The younger generation is looking out for newer and healthier cuisines. As a result, newer restaurants with various themes are emerging in the market. As the world shrinks with technology, international cuisines are also coming together with chefs innovating various fusion cuisines. This has led to changes in the training programs in culinary schools also. With science added into the art of cooking, it has taken a new dimension.

This evolving industry also needs to carry along other industry personnel so as to keep pace with the newer recipes and food items.

To start with there used to be only a few cooking medium e.g. refined oils, desi ghee, coconut and mustard oil. To this lineup, we now have ever so popular olive oil (regular, virgin and extra virgin), avocado oil. In the western world coconut oil and mustard oil are becoming popular as well. Those oils which can maintain its structure and not disintegrate with high heat are preferable. In this category both avocado and coconut oil are prominent. Pure ghee is coming back since it has some attractive healthy

properties, as the science now discovers.

The current generation is very health conscious hence their preference to healthy food is on the rise. Too much fried and oily food is moving out and the in things are a variety of green leaves salads along with vegetables and nuts. Fewer calories with more filling effect are becoming attractive to the masses. With this in demand, the chefs are trying to bring in innovative ideas to bring in best of both worlds, without compromising on the taste.

Red meat is fast becoming less popular as it has disadvantages. Seafood is being looked at as a better option. Poultry consumption is consistent but the trend is towards a vegetarian diet. Vegetarian

THE YOUNGER GENERATION IS LOOKING OUT FOR NEWER AND HEALTHIER CUISINES. AS A RESULT, NEWER RESTAURANTS WITH VARIOUS THEMES ARE EMERGING IN THE MARKET AS THE WORLD SHRINKS WITH TECHNOLOGY, INTERNATIONAL CUISINES ARE ALSO COMING TOGETHER WITH CHEFS INNOVATING VARIOUS FUSION CUISINES.



cuisine requires more creativeness and Indian cuisine is rich in that aspect. American cuisine has rapidly changed in that aspect too. Vedic food is another notch up with purity of ingredients being essential. This also involves a lot of old forgotten herbs and vegetables.

Since less oil is preferred, barbecue food is on the rise. Charcoal cooking comes along with it too as its distinct smoky flavor is what people are looking for in this type of cuisine. This concept is parallel to live cooking. Years ago I started live cooking in a restaurant in USA which was an instant hit. It involves cooking in front of customers and serving them their favorite dish according to their preference.

Oriental cooking is popular all across the world and so is Japanese cuisine. Sushi places are now trending in India too. It is a healthy form of food with seafood making it a balanced diet.

As I mentioned earlier fusion cuisine is on the rise in popularity. Indo Chinese, Indo continental, Thai continental, Indo Italian, Italian American, Indo French and French continental are some of the examples. Regional cuisines have been also used for fusion. Such cuisines require a lot of experience on the part of staff and chef to bring it to the table. ■

Team India Bracing Up For Skill Olympics 2019

Run Up To World Skills Competition In
Kazan, Russia

The next edition of the World Skills Competition, the largest vocational skills competition globally, is scheduled to be held in Kazan, Russia in 2019. The competition is equivalent to Olympic Games for skills amongst youth across the world. More than 1000 contestants below the age of 23, compete over a span of four days working on test projects (16-22 hours) which are based on contemporary industry standards and infrastructure. Competitors from different countries pitch their skills against the best of the best for gold, silver and bronze medals at the Skill Olympics.

During the last World Skills competition held in Abu Dhabi in October 2017, India won laurels in Patisserie and Confectionery, Restaurant Service both skills mentored by Tourism and Hospitality Skill Council (THSC).

As the industry is looking forward to bring back more laurels to Team India in the upcoming competition in Russia, THSC has been entrusted to conduct selections nationwide for competitors in the following skills:

- Patisserie and Confectionery
- Cooking
- Restaurant Service
- Bakery

Speaking on the occasion, Dr. Sonali Sinha, COO, THSC, said, "We are determined to perform better by

improving our own standards by each passing day. The objective of the challenge is to act as a link, a platform and an instrument for the enhancement and overall development of the national community of skilled manpower."

World Skills Competition is the largest vocational skills competition globally and is organized by the Amsterdam based not-for-profit organization World Skills International. In 2007, India joined the World Skills International Organization as its 48th member.

To promote aspirational value and standards of skilling to international standards among the youth of the country, ministry of Skill Development and Entrepreneurship (MSDE) flagged off India Skills Competitions. National Skill Development Corporation (NSDC) under MSDE is spearheading the competitions in association with state skill missions. For these competitions THSC closely worked with State skills missions and NSDC by conducting workshops for all stake holders on how to conduct competitions for selecting right candidates for World Skills Competition. This included preparing detailed presentations which included minutest details like:

- How to create awareness about the competitions
- Mobilization of potential competitors & compiling data
- Online/preliminary screening processes
- Test projects for various levels



- Infrastructure requirements at venues
- Marking criteria
- Identifying jury
- Sponsorship & media tie up's

After this exercise the competitions were held in association with twenty state skill missions. The entire process was divided into three tracks as illustrated below: (See Box of Competition Flow on previous page)

THSC conducted Track 2 competition for competitors of all Non – participating states where competitors were put through an online test/ screening to check their basic understanding of the subject. Three hundred fifty-five candidates appeared for preliminary screening out of which seventy-eight cleared the test. The competition was conducted at Assocom Institute Bakery Technology and Management on 25th to 27th April, 2018 at Greater Noida.



The next round of competition conducted by THSC was Track 3 competition for Wild card entries. Cooking had twenty competitor, restaurant had ten, Bakery had eight and Confectionery & Patisserie had eleven competitor's. The competitors came from across Surat, Bengaluru, Bhubaneswar, Pune and Mumbai. The competition held on 17th & 18th May, 2018 saw some remarkable talent being spotted especially in Confectionery & Patisserie followed by Bakery.

After successfully completing two state rounds the winners are now going to compete in Regional competitions to be held in Jaipur, Lucknow, Bhubaneswar and Bengaluru. The first one recently concluded in Jaipur. The competitors from Maharashtra, Madhya Pradesh, Himachal Pradesh, Gujarat and Delhi took part in these competitions.

Name of winner's skill wise:		
Skill name	Competitor name	Rank
Cooking	Prince Kumar	Winner
	Rohit Gaider	1st Runner Up
Restaurant service	Jagat Yadav	Winner
	Mukul Chhikara	1st Runner Up

The second regional competition was held in Lucknow from 31st May to 2nd June, 2018. The participating states were Punjab, Chandigarh, Jammu & Kashmir, Uttarakhand and Uttar Pradesh.

Name of winner's skill wise:		
Skill	Name of the competitor	Position
Cooking	Angad Singh Rana	Winner
	Mayank Kumar	1st Runner Up
Restaurant service	Anjali Mishra	Winner
	Samarth Bisht	1st Runner Up
Bakery	Bhaskar Soni	Winner
	Vishesh Nagwani	1st Runner Up
Patisserie & Confectionary	Saurabh Baghel	Winner
	Gaurav Bhagat	1st Runner Up

The third regional competition was held at PES, university campus from 21st to 23rd June, 2018

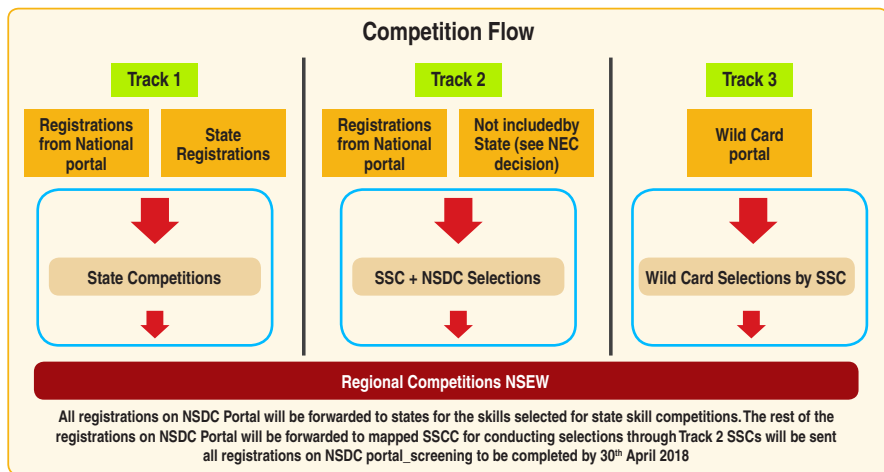
The competitors were from Andhra Pradesh, Karnataka, Andaman & Nicobar, Kerala, Maharashtra and Delhi.

Skill	Name of the competitor	Position
Cooking	Ankit Mehta	Winner
	Arfat Salam	1st Runner Up
Restaurant service	Vaidehi Pant	Winner
	Ajith Joseph	1st Runner Up
Bakery	Sanjana Sanjiv Potnis	Winner
	Faruk Ahmed	1st Runner Up
Patisserie & Confectionary	Akshay Gowda	Winner
	Aadihamid kazi	1st Runner Up

The fourth and Last regional competition concluded at Bhubaneswar from 15th to 17th July, 2018 at Ranjita Institute of Hotel Management. It also coincided with the World Youth Skills day on 15th July, 2018. Competitors from Odisha, Bihar, Jharkhand, Assam, Nagaland and Meghalaya.

Skill	Name of the competitor	Position
Cooking	Bibekananda Parida	Winner
	Abad Ali	1st Runner Up
Restaurant service	Anup Kumar	Winner
	Aditi	1st Runner Up
Bakery	Subhankar Das	Winner
	Dipali Raj	1st Runner Up
Patisserie & Confectionary	Subhalaxmi Subudhi	Winner
	Rima Mudi	1st Runner Up

The focus of these competitions is to spot the right talent, who will be trained, mentored over a period of one year by team of skill management team. ■



“The Future Is Going To Belong To The Skilled People”



DR SONALI SINHA

Q THSC has been aimed at developing the skilling requirement of tourism and hospitality industry. Which are the specific verticals for which skill sets are being promoted, specifically relevant to the hospitality kitchens?

Dr Sonali Sinha: THSC aims to skill in the following 5 sub-sectors of the industry:

- Hotels
- Restaurants
- Travel and Tours
- Facilities Management
- Cruise liners

The organized and unorganized businesses of all these sub-sectors are aimed at skilling. From the specialized Pastry Chef to the standalone Multicuisine cook and a Tandoor cook are all the job roles that THSC trains for.

Q What are the benefits to the candidate of undergoing such programme/certification?

SS: THSC, by the virtue of being funded by National Skills Development Corporation and falling under the ambit of

Dr Sonali Sinha, COO, Tourism and Hospitality Skills Council, is a hospitality professional with over two decades of experience, she has a unique blend of working with the finest hotels of the country and academic institutions before getting into trainings. A doctorate in Hotel management from Nagpur University, she has more than 5 full time degrees and 8 professional certifications in Training & Development, Six sigma, Image & etiquettes & she is also a ICF certified Life Coach. She talks to **The Chefs Arena about their organizational goals and the bright future that it withholds for the industry professionals.**

Ministry of Skill Development and Entrepreneurship, is mandated as a certifying body. This provides the candidates skilled under various programs of THSC to receive a government recognized certificate.

THSC is an industry body formed by various industry champions coming together and endorsing the National Occupational Standards and Certificate of THSC. This helps the candidates going through these programs to get relevant and industry aligned training with an industry endorsed certification.

Q What is the validity of the certification provided on successful completion of the programme? Is there a follow-up model for continuity of skill development?

SS: The candidate gets the validity of the National Occupational Standards that they are trained on. They can upgrade and enrich themselves by undergoing various short-term training in their fields as per their convenience. With the Skilling Credits Portability coming in place by the mandate of Ministry of HRD, the candidates can now get a Bachelors Degree in Vocational

training to further their professional prospects.

Q Does the skilling programme conducted by THSC help in gaining better employment for the candidates? Is there specific data available to support your answer?

SS: The range of employment opportunities for candidates certified through THSC programs are from 5 star hotels and branded restaurants, to local employers and international placements. Some of our top industry partners are Oberoi Group, Taj Group, Leela Hotels and Palaces, Radisson Group of Hotels, Lemon Tree Hotels Group, ITC Hotels, Sarovar Group, Specialty Restaurants, K Hospitality, Jubliant, KFC, Open Tap Hospitality, Empressario, Sodexo, PVR to name a few. These and many more have participated in various Job Fairs by THSC and have hired candidates from our eco system. Our Industry connect base is increasing as we grow and we are confident that more and more Industry will partner with us to support Mission Skill India.

Q Where do you see THSC by 2020? What are the specific targets?

SS: The target taken up by THSC is to skill and make 35 lakh candidates employable in the industry. We plan to orient and certify all those employed in the organized and



unorganized sectors of the industry and bring them up to date with the industry standards.

Q While there is a specific norm in place with relation to minimum wages, there is a certain pay parity that continues to exist for the lower grade employees, especially in the unorganized segment of the hospitality industry. Your thoughts.

SS: The future is going to belong to the skilled people. The wages that are existing today would undergo

an alignment to the skills that the candidates brings to the job. Everyone wants skilled people but not everyone wants to pay for it. With all things being equal, the skilled people will have affinity to work with those organizations which see that as an investment rather than a cost.

Q SKILL India movement is a one of its kind initiative where industry representatives and the government machinery have come together for the upliftment of the workforce, and the society at large. Has the role of the industry representatives been proactive? What benefits does THSC derive from their participation?

SS: The biggest initiative of the Government and Industry coming together is the formation of Sector Skill Councils.



"The target taken up by THSC is to skill and make 35 lakh candidates employable in the industry. We plan to orient and certify all those employed in the organized and unorganized sectors of the industry and bring them up to date with the industry standards."

It is an apt platform for the end use i.e. the employers putting forward the requirements for skilling and the rest of the ecosystem coming together for the execution and fulfillment of the same. The industry is no more just the last leg of this skilling value chain, but is the driver for the entire process and that benefits not just them but getting aptly trained candidates, but the candidates themselves benefit by being industry ready after the training.

Q There are a large number of hospitality training institutes across the country, which claims to be creating job ready workforce. However, most organizations/employers have to craft specific training for their fresh recruits to get them functionally prepared. Can such institutes have a tie-up with THSC to ensure that the students stepping out of such institutes have the required skill set? Does THSC fill the gap?

SS: Absolutely, such institutes are most welcomed to join hands with THSC and get an industry aligned and endorsed program and certification for their students. They already have the infrastructure required for the skilling and with the partnership they may provide better opportunities as we also help in pacing the THSC certified students in the industry through our On-line portal and Job-fairs which leverages our strong Industry partnership across the country.

Q How can one join THSC as a training partner? What are the basic parameters required for a hospitality consultant/restaurant/hotel to become one?

SS: There is simplified process now created for all training partners who want to affiliate with THSC. You may visit our website www.thsc.in and share the asked details and if all the requisite details/Infrastructure is available, it will take less than a month to become a THSC affiliated Training Partner.

Q The role and importance of training were known to the hospitality industry much before others industries joined the bandwagon. Has the Skill India movement taken the training modules to the much-required grassroots of the industry? Please elaborate.

SS: Our industry has been training for its consumption for a long time. The models of skilling now, have taken cognizance of that and there are short-term training modules now available for roles that do not require three years of training to be employed. Industry led apprenticeships are also available for services oriented job roles that they can be customized for the specific partner. This is to ensure that there is an option available for the candidates to be skilled at their location and for the industry to be able to train the numbers that they can do justice to. ■



About THSC

Tourism and Hospitality Skill Council (THSC) is a Not-for-Profit Organization, registered under the Societies Registration Act, 1860. The Tourism and Hospitality Skill Council (THSC) is promoted by the Confederation of Indian Industry (CII) with inclusive representation of the Government, Industry, Industry Associations and Training Institutes across India, with financial support by National Skill Development Corporation (NSDC).

Tourism and Hospitality Skill Council (THSC) which is formed by the Industry and for the Industry to tackle the skilling of large manpower to fulfill the industry requirement plays a crucial role in bridging this ever-growing gap. THSC is mandated to create a robust and sustainable eco-system for skill development in the industry. THSC caters to all the sub sectors of the Industry, namely, Hotels, Tour Operators, Food Service Restaurants, Facilities Management and Cruise Liners.

THE CHEFS ARENA

FOR MASTERS OF THE KITCHEN



INDIA'S FIRST B2B PLATFORM DEDICATED TO MASTERS OF THE KITCHEN



DIGITAL

PRINT

EVENTS

What Is Food For If Not For Health?



All my life has been a happy and challenging the food industry seeing so many great appetizing foods all around us, why so many people are sick and suffering now, which many years ago people were working harder and were much healthier? A silent compilation of sickness and suffering are multiplying along with the huge medical bills.

Food is one of the rare unifier of people – as it is served in all great occasions – birth ceremony, birthday, wedding, parties, etc. It unites people but it is making us sick and suffering.

Above was bothering me as there must be a formula even not yet discovered -for people to enjoy food – where is it, who has this formula to be able to check individual body constitution along with their nakshatras (stars), quite tough, and so far no one has found the formula and for many it's quite difficult to understand as it's not as simple as mixing ingredients for a great recipe.

For about 7 years I have been looking and attending conference and food shows, competition around the

Is Food one of the major factors making us sick? Or is it supposed to make us have happiest sensation of taste and feeling. Why are we sick if we enjoy great taste? Is it possible to taste and enjoy great food and keep away from chemical medicines? So many questions relating to food, health, medicine.

world to meet this person but in vain. Finally in the IFCA Conference in Delhi September 1,2,3 , there was a very quiet, almost ever silent Doctor, who is present physically but always somewhere else within himself mentally. I waited for the three days and finally managed to see and listen to his presentation and I knew he was the one I was looking for.

Who in the world can say only by feeling your pulse what are the foods, which are good for your health? Which food strengthens your immune system? Which food makes you weaker individually? Whatsapp doctors and Whatsapp general advices not really true for everyone, hence each person health and food habit is unique.

Dr.Madhu Kartheesh is too bold for many to believe in him in India as India is so big with so many talented and skillful people that we often forget their existence and importance. So India and Mauritius are thirsty about such knowledgeable person which Dr.Madhu Kartheesh can combine the following:

Nine planets + Body constitution + Five elements + 6 tastes+ = Healthy Astro Food.

Astro food was launched in December 2017 in Mauritius by a group of Chefs including a blind Chef and a group of Doctors. From there Dr.Madhu Kartheesh has seen many of the top people and show them the power of Nadis Pariksha by accurately saying what were their health problems and giving them solution found in the kitchen ingredients or in their home garden. Among them the leader of opposition to acting President of Mauritius.

Chef Nizam Corporate Chef from Indigo hotels puts it simply < Astro Food is the Future >

We now have the right connection for good health and preventing measures. In all previous nutritious food we

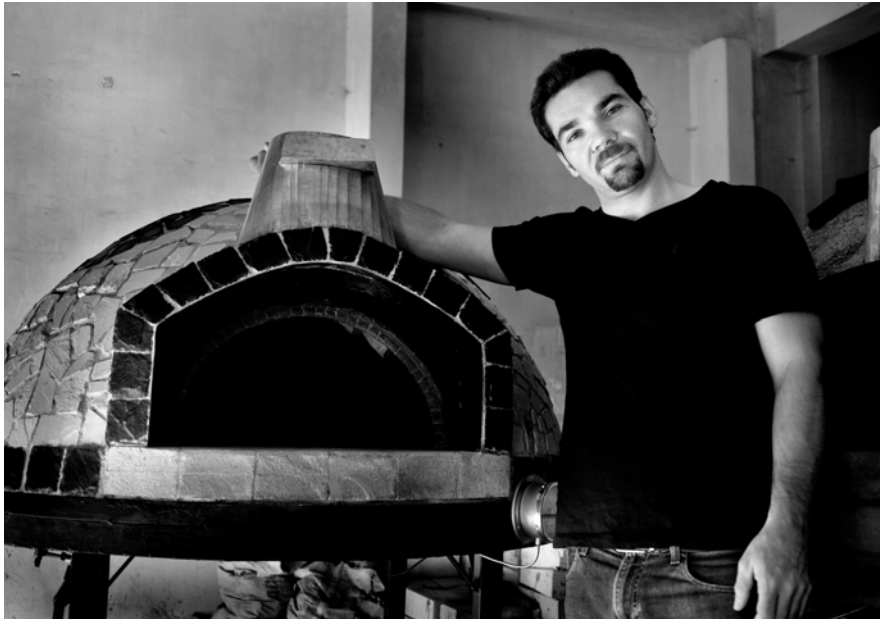
have been trained about nutritional values, vitamins, minerals, additives, etc. All the contents of any ingredients or their combinations, where can we go and check, which country have a lab to such checks of ingredients and contents? How will the customer know which is good or wrong for him? Who can measure calories absorbed by the stomach for its contents compared to what is measured on plate?

So many questions unanswered.
Healthy Astro Food by Dr.Madhu Kartheesh is simple, he will ask you take more of a taste whether astringent, sweet, sour etc. and avoid certain taste. So easy, so practical, so close to any one and so easy to put into practise as all tastes and ingredients are found in any healthy Cuisine.

He has treated people in Montreal, Australia, Singapore, Malaysia , only by advising on taste. This is Healthy Astro Food – see attached photos and videos. ■



Il Forno By Marco - Redefining Pizza Ovens



Marco Cappiotti came to India with his family in 1994. They founded the famous Il Forno Italian Restaurant in Manali. For seventeen years they served pizza from their self-made wood fired oven. Since Manali is a seasonal destination Marco would spend his time during low season with rebuilding the oven and perfecting it. When he was satisfied with his product he started offering to build ovens for other restaurants. Since 2012, when Il Forno Italian Restaurant passed in to new ownership Marco shifted from Manali to Delhi and started building wood fired pizza ovens full time.

The company Il Forno By Marco is a sole proprietorship that was founded in 2016, due to Marcos success in combining his hospitality background and knowledge in construction of the pizza ovens.

In 2016 he also came to extend his range of ovens with ready-made portable metal ovens that are perfect for caterers.

Today Il Forno By Marco has a wide range of ovens, suitable for every wallet. They even have a small wood oven for private houses.

The prices for ovens start on 60,000 (small ovens for private houses) and can go up to 3.5 lakh for the most premium ones.

Since commercial businesses sometimes faces problems with seasonal access / quality of wood, Marco also manufacture Venturi gas burners systems. These systems are made to replicate the flames from wood, hence will give the pizza a perfectly authentic cooking...

To ensure the maximum efficiency, Il Forno By Marco have designed their oven mouth and engineered the insulation specifically for the purpose of retaining heat and saving on running cost.

but without the smokey flavour that can only be achieved with burning wood in the oven.

Il Forno By Marco ovens are so efficient that they reach temperatures as high as 400 degrees celcius in only 40 minutes! The heat retention is so good that it takes two days to cool (for the brick ovens) to room temperature. These are the temperatures that should be used to cook an Italian pizza in less than 2 minutes.

Il Forno By Marco offer two types of brick ovens: fixed and semi-portable. These are the oven that Marco recommend for commercial businesses such as restaurants and hotels, bars, cafes etc. The portable metal ovens are mostly used by caterers who needs to be able to move the oven on a regular basis.

The construction of a free standing circular brick dome is a complicated matter. Each brick has to be cutted in the perfect angle and assembled together with as less gap as possible. Also the shape of the dome has to be made so that the flame form the gas or the wood have a good heat retention and enables to cook the pizza by convection, conduction, and radiant heat.

To ensure the maximum efficiency, Il Forno By Marco have designed their oven mouth and engineered the insulation specifically for the purpose of retaining heat and saving on running cost. The retention of heat is important in wood and gas fired pizza ovens in order to reach temperatures as high as 400 degrees, but also to maintain it during a whole day of operation.

Together with the oven, Il Forno By Marco customers have free access to Marcos knowledge and can pick his brain on anything from suppliers of imported ingrediens to where to source the best cheese in India, and how to setup an Italian menu and make the pizza dough. In future Marco plans on opening his own pizza place. ■



SupaCorn – Naturally Healthy, Delivering Goodness of Corn

SUPACORN, a brand of ready to eat sweet corns packaged using Oxyfresh technology that give it 9 months shelf life at ambient temperatures without any preservatives, has been making waves in the market through customer route has also set its firm foot in the institutional space through institutional packs.



Another big benefit is the health and sweetness benefits of their products. Kumar claims that, “We package the products within hours of harvesting. This makes sure that all natural goodness of corn like fibre and other vitamins are not lost to the environment. Hence allows our products to be naturally healthy.”



Supacorn brand has become synonymous with healthy corn snacking and its products have been available all across the country at various retail outlets. Having spent initial 3 years focusing on consumer market, the company launched its institutional packs of 1 kg weight at Ahaar in New Delhi earlier this year.

Co-founder and CEO of the company is Pawan Raj Kumar who is also Director of Continental Equipment India Pvt Ltd., one of India’s largest commercial kitchen equipment suppliers. Kumar took the consumer route to launch his food business despite having all the relations and network in the Horeca market. The reason, he explained, “I wanted to launch a consumer brand and hence didn’t want to get into the comfort zone of known institutional market at first. Having tasting success in the consumer market we thought AAHAR, held earlier this year was the right time to push our sales through the institutional market.”

Some of the products of the company include Sweet corn kernels and cobs. While cobs come in packs of 1 or 2 pieces, Kernels come in 1kg, 500gm, 300gm, 200gm and 150gm packs. Kernels come in both natural and pre-flavored forms.

As the products have no preservatives (not even salt) and can be stored at ambient temperatures so there is no need to thaw or wash or steam or boil, they are ready to eat!



NATURALLY HEALTHY SWEET CORN

We all know that sweet corn, besides being a delicious addition to any meal, is one of the superfoods which have numerable health benefits. It is a very rich source of vitamins and many minerals. It is also rich in phytochemicals and provides protection against a number of chronic diseases. It is considered to be the best option for the people, who are on their calories check, even two biscuits has much higher amount of calories than a 100 gm corn.

However, the problem with sweet corn like any other fresh fruit or vegetable is that they have very low shelf life and start losing their goodness within days of harvesting.

SUPACORN retains the natural goodness by making sure that the corn is packaged within hours of harvesting through OXY FRESH packaging technology.

In addition it is ready to eat. No need to boil, steam, cook or wash. Just open the pack and eat!



The product has the following benefits:

- Ready To Eat: no need to boil, steam, or wash
- High Shelf life: 9 months at ambient temperatures
- 100% natural: No preservatives, not even brine or salt
- No Preservatives. Nothing added!
- Rich dietary Food. A gift from mother nature.

GREAT and VERSATILE INGREDIENT for EVERY KITCHEN

Sweet corn has now become a super ingredient in almost every kitchens be it a restaurant or your own personal kitchen. When you talk about sweet corn now, chefs believe it is not just the side serving combined with any salad. Whether fresh or roasted, slathered with butter or fancy vinaigrette, you will find some pretty a-maize-ing corn on the menus. It goes very well with all cuisines and adds that extra flavor with a dash of health to all recipes.

Product Details:

- Corn Kernel: Plain Corn Kernel 200gms , Corn Kernel with PeriPeri Masala150gms and Corn Kernel with Chipotle Masala150 gms
- Pre flavored Corn Kernel: In Achari flavour 150 gms
- Corn on cob ■



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