

DEC-JAN '19 VOL. XI NO. 2 ₹ 90

# BAKERY

Business Magazine for Bakery & Confectionery Professionals

# REVIEW



## **Business**

**Wafting Aroma of Waffles** Business

## **Feature**

**Chocolate Evolution in India**

## **Operations**

**Flour Analysis for Assessment of Enzymatic Activity**

## **Industry**

**Jam of a Business**

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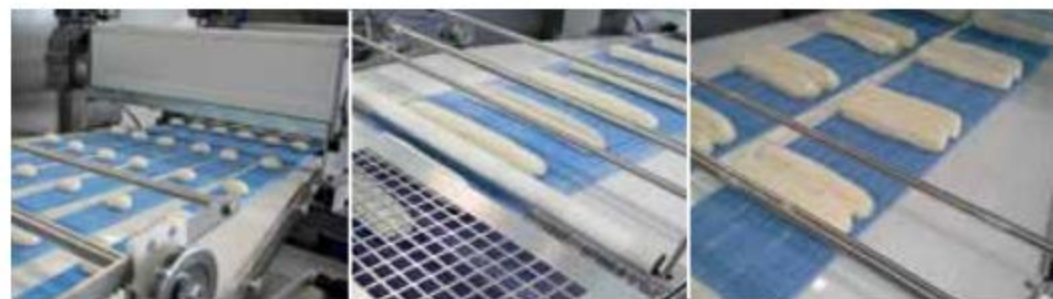
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## Editorial



Indian consumers who are experimenting with new foods today aspire to indulge in innovative products. The innovation in bakery is thus viewing newer formats. A standard bakery menu includes a wide selection of breads, croissants, cookies, muffins, cakes, brownies, sandwiches, pies and puffs, but innovative products has become a key driver to attract younger consumers. Bakeries are extending its existing product range to offer new bakery items.

Bakery and QSR's are offering innovative recipes by using more innovative ingredients. Constant product innovation is a major challenge for the bakeries. The NextGen is more exposed and much aware, have already started accepting global products. No wonder cheese is one of the most favoured ingredients for bakers. Cheese is the most loved dairy product across the globe and it plays a key role in making almost all the cuisines delicious. In the cover story we have discussed upon the liking and growth of cheese in India and how it is influencing the recipes. Waffles growth, after Donuts, has increased the desire of several of prospective entrepreneurs to venture into Waffle business. The business story in the current issue expands on the idea of how Waffles can be a new business mantra in bakery segment. Demand for premium and dark chocolate is growing in India with the growing affluent middle-class purchasing power coupled with marketing and promotional activities. Consumer demand for high cocoa content in chocolate and consumer awareness related to cocoa benefits are driving the dark chocolate market. Moulded chocolate is a major component for the growth of Indian chocolate retail sale. Assorted chocolate in boxes sale is growing due to increased occasional gifting trend. Feature article on chocolate in this issue discusses the changing trend in Indian chocolate market. Other articles focus on flour selection criteria, mayonnaise and jam as allied growth channels.

# BAKERY

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# SIGEP 2019 Exceeds Expectations



The 40th SIGEP organized by Italian Exhibition Group (IEG) from 19 to 23 January 2019, ended at Rimini Expo Centre with great success. In the five day event, this year SIGEP again hosted an overall total of 200,000 visitors. Of the total visitors 32,848 were foreign buyers from 185 countries. Largest number of international visitors came from Germany and Spain, followed by France, Poland and England. There was also major participation from larger markets such as the United States, the Russian Federation and China.

The 40th anniversary edition was quite satisfactory for Italian and foreign participants, who had continuous non-stop agenda of business meetings with qualified trade visitors, driven by a growing demand. Thanks to SIGEP's digital Platform which ensured 10,000 meetings scheduled with buyers along with access to dossiers on the market expansion and exploration of new sectors for multiple investors interested in dynamic global market.

SIGEP is perfect source of business information, which provides the market updated insight on the scenarios and prospects of growth. During this edition, the opening event focussed on innovation and internationalization, trends and new formats, as well as successful case histories, which attracted the attention of international traders.

The show witnessed endless series of events – all extraordinary, included the Junior Pastry World Cup, won by Italy, who came in ahead of France and Singapore, the World Coffee Roasting Championship, which was at SIGEP for the 40th edition of the show after its stop in China, SIGEP Gelato d'Oro at which the Italian team was selected for the Gelato World Cup and at SIGEP 2020 (18-22 January) will challenge other 12 national teams, the international project Coffee & cocoa growing regions, which SIGEP presented along with IILA (International Italo Latin-American Institute) with institutional guests and enterprises from Ecuador,

El Salvador, Venezuela and Honduras.

SIGEP confirms its role at the world's business platform, connecting the five key product chains, increasingly represented - starting from products' countries of origin - and integrated with each other. The world artisan confectionery show, where the key players were the gelato, pastry, bakery, coffee and chocolate product chains, ended with greater figures than expected, typical of a leader: 1,250 exhibitors occupied the entire expo centre's 129,000 square metres, 1,294 events were organized on the official program and by companies, 925 journalists were accredited, of whom 138 were foreign, with a total of over 200 million media contacts to date.

SIGEP also played a key role on the social networks: over 10,000 photos on Instagram with the hashtag #SIGEP2019. The profile generated 1,334,738 impressions in the last week. On Monday 21, the total coverage on Facebook was 1,211,438 people, with almost 600,000 comments to posts.

90 hours of live coverage were aired from the SIGEP arenas with 51,700 video contacts from 110 countries worldwide (particularly France, Germany, India, USA, Russian Federation, Spain, UK, Switzerland and Croatia). The SIGEP2019 app was downloaded over 9,000 times.

IEG CEO Ugo Ravanelli stresses, "Opening SIGEP on the 19th of January, Minister Centinaio effectively summed up the show, saying that what he saw at the expo centre was an extraordinary example of the virtuous alliance between companies' excellence and the ability to represent Italian-made products in the world. This is the structural datum that emerges from the 40th SIGEP, its ability to attract foreign trade members, up on last year by 2% and arriving from five continents, thanks to the strong promotion activity, which also featured the strategic partnership of the ITA, with delegations from 10 foreign countries."

## Italy Wins 'The Junior Pastry World Cup'

At SIGEP this year, Italy won 'The Junior Pastry World Cup'. The stars of the success, which brings the title back to Italia after Japan's victory at SIGEP two years ago, are the two under-23 pastry chefs Filippo Valsecchi (Lecco) and Vincenzo Donnarumma (Naples). The team was led by their mentor & trainer pastry chef Davide Malizia. Behind Italy the second and third spots were taken by France and Singapore respectively. The Italian boys, who dominated almost all the individual tests, were chosen at SIGEP 2018 to represent Italy and trained for a year at Cast Alimenti.

At the Pastry Arena set up at Rimini expo centre, eleven under-23 boys from all over the world competed on the first two



days of SIGEP. Contestants were teams from Australia, China, Croatia, Philippines, France, India, Italy, Russia, Singapore, Slovenia and Taiwan. This year 'The Junior Pastry World Cup' had "Flight" as its theme and each contestant, supported by the respective team, expressed technique and creativity in the seven tests foreseen.

"This year the event was a top-grade competition, with well prepared professional youngsters. Ten years ago, when we began, this type of skill didn't exist. We have seen that training always gives great results", commented Roberto Rinaldini, Master pastry chef and creator of the Junior Pastry World Cup. "

Rinaldini further said, "All the teams were worthy of note: "Perfect in everything" - from the entrance to cleanliness, sculptures and tasting. The European teams showed an extremely high standard, whereas Asian teams showed on-going growth. We perceived that there was a great deal of preparatory work - all the teams worked with great commitment for this competition."

"Competition always helps to grow, particularly in the case of youngsters", commented Master pastry chef Iginio Massari. "Competing, and thus sharing knowledge, is very helpful. This was a beautiful edition of the Cup, and congratulations go to all concerned - keep up like this. The important thing is to remain closely united in the promotion of this Italian-made product, which has all it takes to lead the world."

Kanjiro Mochizuki, a true star of Japanese pastry, leading a team of 60 pastry chefs and President of the jury at SIGEP, enthuses: "I'm grateful for having been invited to SIGEP, a world-level expo event. It was a competition with extraordinary pastry talents. I saw commitment and skill and the result was an exceptional contest."

**Results**

- 1st place: Italy
- 2nd place: France
- 3rd place: Singapore

**Special Prizes**

- Best Gelato Dessert in a Glass - Singapore
- Best Plated Coffee Dessert - Italy
- Best Baked Petit Four - Italia
- Best Chocolate Cake - Italia
- Best Presentation Table- Italy

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# SIAL China 20th Edition Set to Create New Records

An estimated 4,300 exhibitors and 112,000 professional visitors are expected to attend SIAL China 2019 to be held in Shanghai from May 14-16



When SIAL China 2019 opens on May 14 in Shanghai, it is set to be 23 times larger in scale, host up to 13 times more exhibitors and welcome eight times as many professional visitors than the first edition.

In preparation of the estimated 4,300 exhibitors and 112,000 professional visitors to attend the 20th edition of the three-day event, SIAL China will occupy all 17 halls and 199,500 sqm of exhibition space at Shanghai New International Expo Center (SNIEC) for the first time.

Since the first edition in 2000, SIAL China has constantly adapted to changing consumer demand and trends impacting Asian food and beverage industries.

"Support for innovation, emerging trends, and new sectors are important parts of SIAL China. Our flagship award, SIAL Innovation recognises the most innovative products and received a record 638 submissions in 2018. For the 20th edition, SIAL China will continue to adapt to the ever-changing food and beverage industry to promote business opportunities and innovation," said Jim Liu, CEO of SIAL China.

For the first time ever, SIAL China will host a "Functional Foods Hall" to address

the growing popularity of healthy products across the region. In total, SIAL China 2019 will host 21 food sectors, of which meat, dairy, wine, and beverage will be designated zones to better meet the demand of these four high growth segments.

In 2018, meat was one of the highest growth sectors at SIAL China and attracted more than 350 exhibitors from 29 countries including Argentina, Australia, Belgium, Brazil, Britain, Canada, Denmark, France, Germany, Holland, India, Ireland, Poland, Spain, Uruguay, and the United States.

The growth of these four sectors is partially driven by consumer adoption of new retail, food e-commerce, and an increased demand for fresh foods, convenience, and imported goods. This has in turn encouraged companies to upgrade their cold chain logistics systems.

In support of these developments, SIAL China established the International Cold Chain Logistics Hall in 2017. Now in the third year, the hall will be co-hosted by the Cold Chain Logistic Committee again and attract roughly 150 exhibitors and industry service providers including JD Logistics, SF Express Cold Chains, HNA Cold Chains, and CJ Rokin Logistics.

## EVENTS' CALENDER

### Sigep 2019

19-23 January 2019

Rimini Expo Centre, Italy

[www.en.sigep.it](http://www.en.sigep.it)

### SIRHA 2019

26-30 January 2019

Eurexpo, Lyon, France

[www.sirha.com/en](http://www.sirha.com/en)

### Gulfood 2019

17-21 February 2019

Dubai International

Convention & Exhibition Centre, Dubai

[www.gulfood.com](http://www.gulfood.com)

### Alimentaria Mexico 2019

5-7 March 2019

Expo Guadalajara Mexico

[www.alimentaria-mexico.com](http://www.alimentaria-mexico.com)

### Aahar 2019

12-16 March 2019

Pragati Maidan, New Delhi

[www.aaharinternationalfair.com](http://www.aaharinternationalfair.com)

### HOTELEX 2019

1-4 April 2019

Shanghai New International Exhibition Center, Shanghai, China

[www.en.hotelex.cn](http://www.en.hotelex.cn)

### HICSA 2019

3-4 April 2019

Grand Hyatt, Mumbai

[www.HICSAconference.com](http://www.HICSAconference.com)

### Bakery China 2019

6-9 May 2019

Shanghai New International Exhibition Center, Shanghai, China

[www.bakerychina.com](http://www.bakerychina.com)

### HOFEX 2019

7-10 May 2019

Hongkong Exhibition Centre, Hongkong

[www.hofex.com](http://www.hofex.com)

### SIAL China 2019

14-16 May 2019

Shanghai New International Exhibition Center, Shanghai, China

[www.sialchina.com](http://www.sialchina.com)





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BAKERY REVIEW

**AAHAR** 2019  
THE INTERNATIONAL FOOD & HOSPITALITY FAIR

# Aahar 2019

## Dedicated to Hospitality & Food Processing Industry

12th -16th March 2019, Pragati Maidan, New Delhi, India

Aahar, the international food & hospitality fair, will be taking place at its regular venue of Pragati Maidan, New Delhi. The 34th edition of the mega annual show for the food & beverage and hospitality industry would be taking place during 12th -16th March 2019. The forthcoming event is being organised by India Trade Promotion Organisation (ITPO).

Aahar is regarded as the largest trade fair in the food & hospitality sector in India. The fair has grown by leaps and bounds in recent years and has become the ultimate destination for global vendors and sourcing professionals to visit in the month of March. It is the perfect opportunity for the industry to network and establish business contacts.

Aahar 2019 will be demarcated into two separate but concurrent exhibitions. They are 'Hospitality India' covering hotel & restaurant equipment and supplies, and 'Food India' covering food, processed food & beverage products.

The impressive product ranges displayed at the fair would include fresh produce & dairy products, confectionery/desserts, bakery products & ingredients and bakery equipments, organic & health products, frozen, canned & processed food products, meat, poultry & sea food, cheese and fine specialty food, snacks and convenience food, food ingredients, additives and preservatives, coffee and tea, syrups, juices & energy drinks. etc. The exhibition is also expected to showcase bar accessories, bed, bath and table linen, chafing dishes, tableware, cutlery, chopping boards, crockery, glassware, garden furniture, kitchen ware, spa amenities, stainless steel products, brass platters, toiletries, sanitary fittings, laundry equipment, dish washing

machines and packaging machinery related to food products, among others.

The event is expected to be visited by a galore of professionals and entrepreneurs from the food & beverage and hospitality industry across the globe, which includes Executive Chefs and Executive Housekeepers, Hospitality Procurement Heads, Purchase Consultants among others. Like the previous editions of the show, Aahar 2019 is also expected to give an impetus to the business potential of Indian food service and hospitality industry. Besides facilitating business, Aahar also serves as a platform for the food & beverage and hospitality industry players to disseminate/gather relevant information and gauge evolving and futuristic trends which can greatly benefit many participants at the fair.

Going by the emerging and ongoing trends in the Indian food & beverage and hospitality industry, we can safely assume that the forthcoming edition of Aahar is expected to supersede even these impressive figures of Aahar 2018, and is poised to become a great success story.

The gross covered area for the event this year will be further reduced from last year due to renovation at the venue. The show will be organized only in Hall Numbers 7 to 12A. There won't be any temporary structures as last year to accommodate the additional exhibitors. ITPO has this year created options of smaller stalls to accommodate as many exhibitors possible.

There will be two entrances to the show. While one will be from Gate No 10, near Pragati Maidan Metro Station, the other will be from Gate No 1 on Mathura Road.

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*After the tremendous success of IHE18, India Expo Mart Ltd (IEM) is all set to bring in a robust second installment - IHE19 (India International Hospitality Expo) @ India Expo Centre & Mart, Greater Noida, Delhi NCR from 7-10 August, 2019*



With a robust strength of **650 Exhibitors** and **15,000 Decision Makers**, IHE19 promises to attain record heights of success. After a mega-successful first chapter of India International Hospitality Expo (IHE 18), that left the biggest names from the hospitality industry enthralled, the IHE team has successfully embarked on the path of making hospitality industry a catalyst for economic growth in the country.

The country's dire need for such a platform of international stature can be assessed through pressing analytical figures. It is a well-known fact that the travel and tourism industry plays a significant part in India's economy. According to a report by KPMG, the hospitality sector in India is expected to grow at 16.1 percent CAGR to reach Rs 2,796.9 thousand crores in 2022.

Being a sector with such massive potential, there is an alarming absence of an international platform that showcases the country's potential in the diverse segments of hospitality sectors. The ongoing shows primarily cater to masses but lack more advantageous B2B conversations with bankable customers. This urgency being the driving factor, India International Hospitality Expo 18 was launched with the concept of revolutionizing the exposition scene and for building India's biggest business-centric hospitality show.



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## Delta Nutritives Signed up with Savencia Fromage & Dairy

Delta Nutritives has recently signed up with Savencia Fromage & Dairy France for marketing, import and distribution of their flagship brands Elle & Vire, Cormon & Ile De France.

Also known to offer top-of-the-line products worldwide, Elle & Vire is a Dairy Cream whereas Cormon offers extra Dairy Butter for Pastry, and Ile de France offers a range of French cheese. The addition of all these world-class leading brands to the product portfolio of Delta Nutritives will only add to the existing value which they offer to multitude of brands across the country.

Delta Nutritives, established in 1995 is a leading importer and manufacturer of bakery ingredients and sole importer of Barry Callebaut, Ravifruit, Mec3, Dirafrost and Unifine fruit fillings. It is also into Artisanal Food Processing Machinery like Carpigiani & ISA, and has a Pan India presence with sales and warehousing network across the country.

Over the years, Delta has made a name for itself in offering specialty bakery ingredients to those who value taste and quality.



## American Pizzeria Restaurant Chain Uno Enters India

America's Uno Pizzeria & Grill recently entered India through a master franchise agreement with Kolkata-based Ambuja Neotia Group and Dhunseri Petrochem to open and operate Uno Chicago Bar & Grill outlets across India.

The first Uno Chicago Bar & Grill restaurant in India was opened at Noida's Gardens Galleria Mall in Sector 38. The first restaurant launch in Noida will be followed by opening of flagship Uno restaurants in Kolkata and Bengaluru, the Ambuja Neotia Group said in a statement.

Uno's entry into India coincides with the brand's 75 years of successful global operations.

The Uno story began in Chicago in 1943 when Ike Sewell developed deep-dish pizza and opened a new type of restaurant. While the brand prides itself as the inventor of deep-dish pizza, it serves a number of UNO signature dishes right from appetizers, entrees, salads and grills to desserts.

The menu for India has been carefully curated and optimised to appeal to the



contemporary Indian customer. The authentic deep-dish pizza is a star on the menu and the Indian restaurant brings the widest selection of the same for its customers in the country including Farmers Markets, Uno Cheese & Tomato, The Blazing Hot BBQ Roasted Mushrooms, Numero Uno, Prima Pepperoni and Chicago Meat Market, the Ambuja Neotia Group said.



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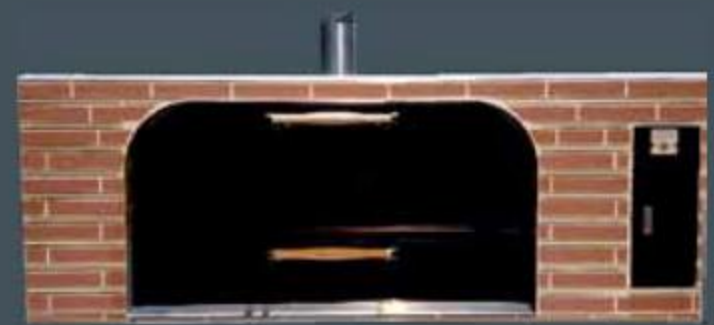
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## 'The Ashok Cake Shop' at - The Ashok, New Delhi



The inaugural of the new Cake Shop at The Ashok, New Delhi by K J Alphons, Hon'ble Minister of State (Independent Charge) for Tourism, Govt of India added sparkle and glitz to the New Year Eve Celebrations at The Ashok. The recently opened outlet will offer an array of new delectable bakery and confectionery delights that would combine exotic modern flavors for the contemporary palate.

Strategically located next to the tea lounge, The Ashok Cake Shop has added 'Joie de Vivre' by bringing the freshness and leisure-coated serenity with complete opulence. It has an elegant and vibrant ambience amidst the grandeur of The Ashok. Located at lobby level overlooking the lush greens and a beautiful view of the Tea lounge, Cake shop is a one stop shop solution for all your festivities.

Satyajeet Rajan, IAS, Director General (Tourism), Ministry of Tourism; Ravneet Kaur, IAS, Chairperson & Managing Director (C&MD), ITDC; Piyush Tiwari, Director (Commercial & Marketing), ITDC and various dignitaries were present to grace the inauguration.

Speaking on the occasion, Vijay Dutt, General Manager, The Ashok, Delhi expressed, "We are overwhelmed with the level of excitement seen in The Cake Shop with our new customers savoring freshly-prepared pastries and bakery products. The Ashok Cake Shop is another feather to the gourmet world of the hotel. Marking the New Year, this patisserie is a souvenir to the city and guests visiting the hotel."

The Ashok Cake Shop offers hand-crafted breads, croissants, tarts, chocolates and an elegant assortment of savory as well as freshly prepared cakes, pastries and truffles.

Unwind, Relish and Enjoy the experience amidst the 'Notes of the Piano'.

## Keventers Adds Sundaes to its Product Portfolio

In a bid to diversify its business into complimentary verticals that are in line with its identity, India's iconic dairy brand Keventers has added a new range of Sundaes to its Product Portfolio.

Priced between Rs 199 – Rs 249 (exclusive of taxes), the new range of Sundaes are available in four combinations.

"We are constantly trying to innovate and create new products and flavours for our guest's palate," Keventers CEO Tarun Bhasin said while explaining the purpose behind the introduction of the Sundaes.

"Keventers is thrilled to add this new range of Sundaes to our product portfolio and are confident that our loyalists will love these as much as our shakes," Bhasin added.



## USA Pears Celebrates World Pear Day in India

To mark the World Pear Day on December 1, US-based Pear Bureau Northwest (PBNW) organised sampling sessions in Delhi and Mumbai which gave consumers a chance to taste and buy the USA Pears in person and online.

The Pear Bureau Northwest was established in 1931 as a non-profit marketing organisation to promote, advertise and develop markets for fresh pears grown in Washington and Oregon. Pears from these two states in the US are distributed under the USA Pears brand.

"USA Pears perfectly compliment the Indian Pear season. The Indian season ends in September and USA Pears arrive in the market from October giving consumers more choices," Sumit Saran, Director of SS Associates and India Representative for USA Pears said on the occasion of World Pear Day.

"Highly nutritional, delightfully juicy and elusively flavoured USA Pears add a whole lot of value to ones' physical well-being. Glad to share that these flavorsome fruits will now be available in your nearest retail stores across India," Saran added.

Pears are an excellent source of fibre, providing about 24 percent of your daily needs. USA Pears contain Levulose, a natural sugar that can satisfy the sweet cravings for everyone, even for diabetics without guilt.

This season, USA Pears entered India with two varieties of Anjou – both green and red. Also, for the first time, a small volume of Starkrimson and Bartlett Pears were imported into the market.





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## Lavazza Launches First Decaffeinated Coffee in India

Italian coffee brand Lavazza recently launched Blue Espresso Dek, its first decaffeinated coffee in India. The product targets those dedicated coffee drinkers who want to limit the consumption of caffeine. It is made through a "natural" decaffeination process guaranteeing more body and a creamier taste, claims Lavazza.

Lavazza Blue Espresso Dek comes in a special air tight packaging with innovative one-way valve which helps preserves the aroma of the powder for up to 24 months.



## Revamping India Coffee Houses

As part of its effort to revamp the India Coffee Houses (IHCs), government-run Coffee Board has invited bids from private players to run the outlets.

According to a report in The Times of India, Cafe Coffee Day (CCD) and Afoozo are vying for 13 of its outlets.

The Coffee Board plans to allow the successful bidder to run the outlets for a yearly fee. The Board, however, wants to reserve the right to fix the price of coffee and other items as it does not want the prices to shoot up too much.

## Barista Planning to Open 300 More Stores in India in 3 Years

New Delhi-headquartered coffee chain Barista is planning to ramp up its business in India by opening 300 more stores in three years, taking the total store count in the country to 500. Barista currently operates over 200 Barista Cafes and Barista Express kiosks spread across the country. The company is likely to take the franchise route for opening most of the new stores.

The company has expanded its fast moving consumer goods (FMCG) offerings with the launch of honey, chocolates, instant coffee, cookies and coffee powder. These products are sold through modern retail. Barista wants to make its FMCG offerings available in over 10,000 retail outlets across the country in two-three years.

## Too Yumm Launches 'Healthy' Snack Range 'Karare'

Too Yumm! - the fast moving consumer goods (FMCG) brand of diversified conglomerate RP-Sanjiv Goenka Group recently unveiled its "healthy" snack range - Karare.

Karare is available in five variants - chilli achari, garlic peri peri, munchy masala, noodle masala and southern spicy. With 40 percent less fat, Karare was introduced with an aim to put an end to the constant battle between health and taste, the company said.



"We are excited to introduce the all new Karare range. A unique offering in the snacking category, this launch will yet again break the myth that healthy cannot be tasty," Sanjiv Goenka, Chairman of RP-Sanjiv Goenka Group, said in a statement.

"The whole new range from Too Yumm! furthers our commitment to offer an irresistible snacking options that are completely baked and not fried," Goenka added.

Karare marks the launch of the brand's sixth successful product type in the snacking category. The brand's other products are - Wheat Thins, Fox Nuts, Veggie Sticks, Quinoa Puffs, and the most recently launched, Multigrain Chips.

## Nestlé India Launches Instant Tea Premix in 3 Flavours

Switzerland-based food and drink multinational Nestlé has launched in India EVERYDAY Chai Life that offers instant tea experiences in three flavours - desi masala, saffron & cardamom, and ginger & lemongrass.

The instant tea will be available in convenient "sachet" and easy to carry "sachet in a cup" formats, Nestlé India said in a statement.

"To relish this perfect instant chai, just add hot water to the premix and reconnect with what truly matters in life.

"We truly believe that a perfect cup of tea can magically reconnect you with what matters in life, transforming everyday tea moments into meaningful reconnections and conversations," said Arvind Bhandari, General Manager, Dairy, Nestlé India.

"With this latest innovation, Nestlé India continues its journey as a pioneer by redefining the mode of consumption to deliver 'consumption on the go' for today's consumers," Bhandari said.

Nestlé EVERYDAY Chai Life "sachet" and "sachet in a cup" will be priced at Rs 20 and Rs 30 respectively and will be available both in-store as well as on e-commerce platforms, the company said.



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## Rich's Gourmet Guide - The Bakers Lounge Showcases Global Bakery Trends this Festive Season

Rich Graviss, a leading manufacturer of Non-dairy whipped creams recently organized Rich's Gourmet Guide - The Bakers Lounge at Taj Santacruz, Mumbai. The event showcased Global Innovations and Trends in the Bakery Industry with a huge array of cakes on display prepared by Rich's team of Chefs.

Pankaj Chaturvedi, ED & CEO, Rich Graviss and Pankaj Jain - GM, Marketing, Sales & Culinary along with a few Celebrity Chefs and renowned dignitaries from the hospitality sector participated in the day long celebrations themed on the upcoming festive season.

Bakery enthusiasts experienced an Art Gallery Walk-through



feel with Violins playing in the background accompanied by a tour of the sensitizing cakes, desserts, savouries and desserts on display. Live Counters at the event with a team of Expert Chefs demonstrated Global Trends guiding customers & aspiring bakers through their recommended recipes.

Some of Rich's esteemed clients aka Bakeries - Ribbons & Balloons, Hangout, Brownie Points, Just Bake, Mr. Brown Bakery were also present at the event. The event brought live, one of its kind lounge experience for Rich's customers with an inspiration zone created by the chefs. Rich's team displayed new trends within cakes & desserts with a new outlook that focuses on festivals to help boost sales for customers and aspiring bakers alike by inspiring them through their Global designs on display.

Commenting on the initiative, Pankaj Chaturvedi, ED & CEO, Rich Graviss Products Pvt. Ltd, stated, "The response from our customers in the last two years has been overwhelming. We aim to continue this trend and build stronger bonds with our customers, by making them a part of such educative experiences more often. These interactions also allow us to inform the versatility and quality of our product offerings for all our bakery channel partners."

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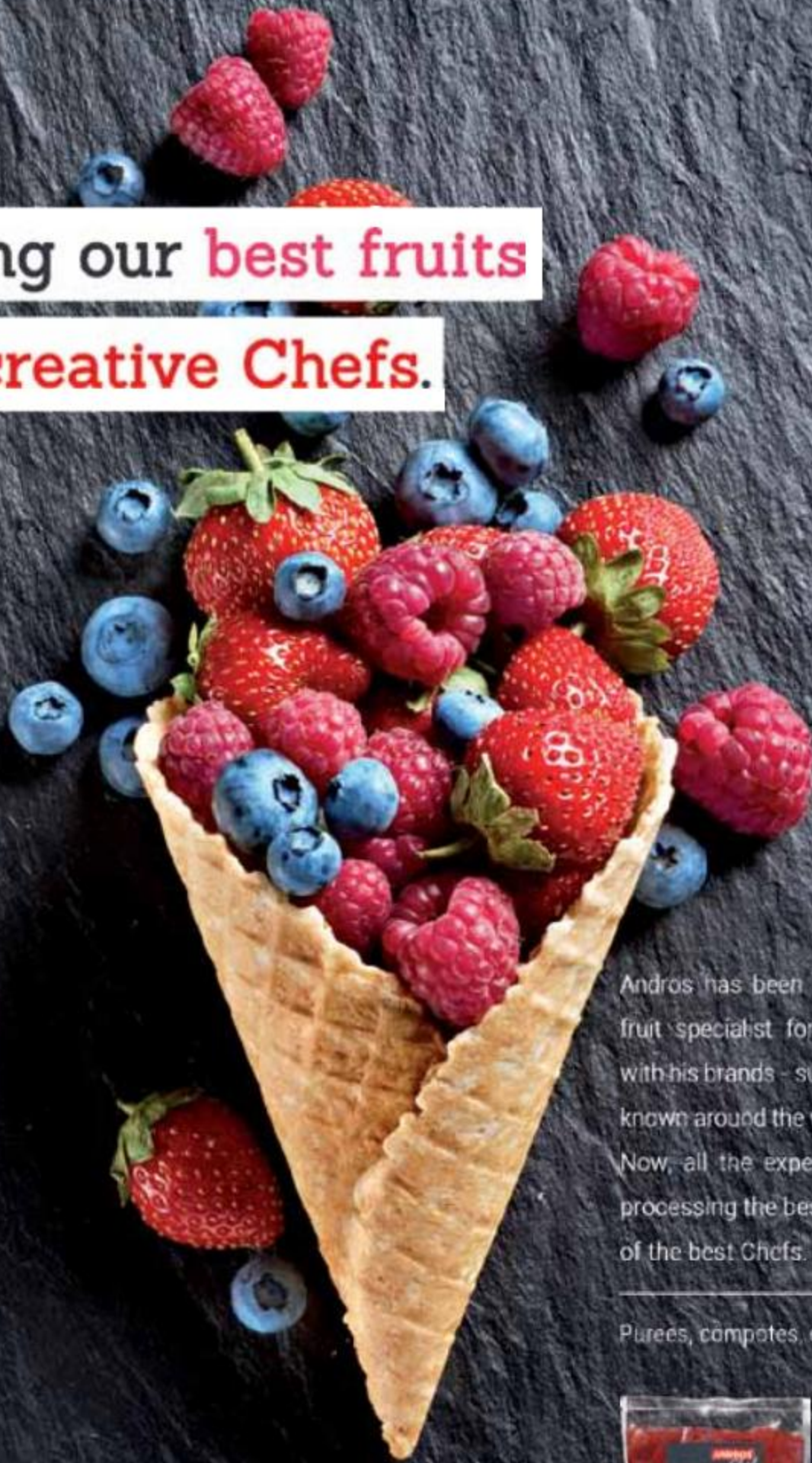
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# Puratos India Launches Innovation Center in Bengaluru

Puratos India, the subsidiary of the Puratos group has launched its third Innovation Center in India at Bengaluru. The Belgium based global food ingredient company presently has two state-of-the-art innovation centers in India at Mumbai and New Delhi. The new Innovation Center in Bengaluru is designed to provide Puratos' customers in South India with access to concept developments, developing industrial applications, expertise and training.



customers in bakery, patisserie and chocolate sectors in creating the best finished goods. The center will focus on conducting customer engagement events, developing and showcasing new recipes, benchmarking products against competition and conducting trainings. The training and development at the center will cover every aspect of taste, freshness, texture, ingredient

interaction, nutrition and food pairing. The new Innovation Center will also provide a dedicated space for presentations, seminars, workshops and product trials.

Ashish Seth, Area Director South Asia, Managing Director Puratos India said, "We are extremely delighted to unveil our third Innovation Centre in India at Bengaluru. With this new Innovation Center we wish to proactively respond to the demands of our customers in South India who recognize our technical expertise, innovative solutions and outstanding product quality. Given India's growing love for bakery, patisserie & chocolate items we are extremely buoyant in developing products for the future, based on consumer preferences".

The facility will bring the company's Sales, Marketing, Technical and Research teams together in a collaborative environment to closely connect with its customers. The center will showcase new product concepts, innovative applications, new product testing and even undertake sensory analyses. With a global team of over 500 technical advisors, Puratos Innovation Centers are committed to supporting customers on both a local and national level. This includes artisans and industrial manufacturers, quick service restaurants and large supermarkets among others.

Puratos Innovation Center has been developed to support their



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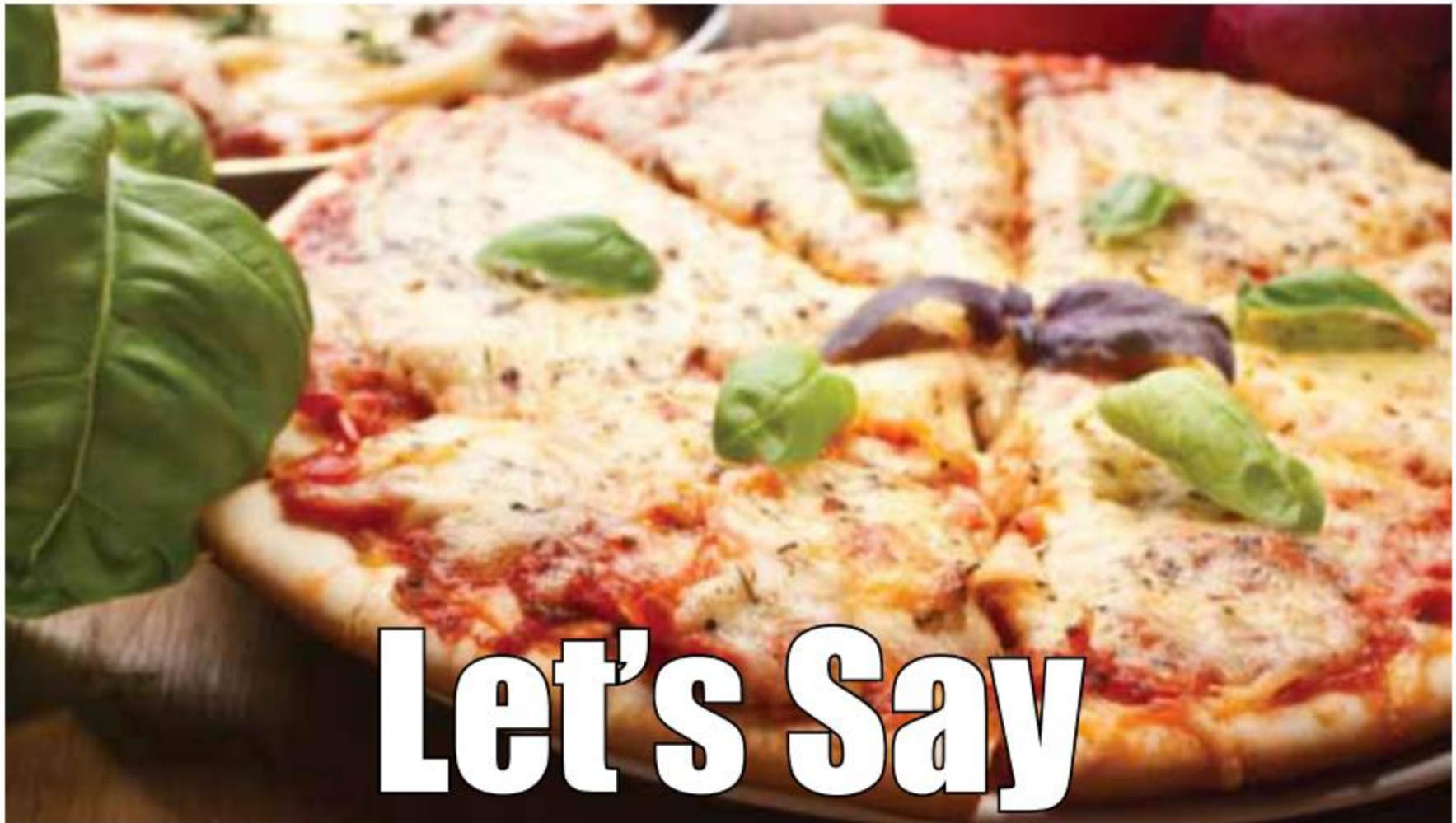
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# Let's Say "Cheese"

Indians are not known to be big cheese eaters but this is slowly changing. The Indian cheese market, which is presently worth around US\$237 million, is expected to grow at roughly 15%-20% annually in the coming years. It is expected to grow at a CAGR of nearly 18% till 2020. The increasing consumption is mainly due to the increasing urbanization as people upgrade from a cereal or carb diet to protein rich foods. *Ashok Malkani* takes a look at the cheese scenario in the country – the preference of people for cheese, types of cheese available, some of the chefs' favourite dishes, et al. Cheese dishes are slowly becoming favourites with the young generation ... and the chefs.

"Wine and cheese are ageless companions, like aspirin and aches, or June and moon, or good people and noble ventures", said M. F. K. Fisher. Cheese is one of mankind's favorite all-time foods. No wonder a day dedicated to this ingredient which is fast becoming a favourite of the bakery industry in India. The National Cheese Day was celebrated in the US this year on January 20. Perhaps you can also celebrate it with cheese fondue, a grilled cheese sandwich or by trying out a cheese you haven't tried before. And if you still have craving for more of this delicacy there is good news for you. There are several days on which you can

satiate your taste buds.

Since cheese-making is a process that predates the written word, nobody really knows exactly when cheese was invented. All that's really known about early cheese-making is that cheese was made in Egypt and Greece for thousands of years. Fortunately, the entire history of cheese-making isn't obscured, only its roots. Historians do know that by the time of the Roman Empire, cheese-making had become a widespread practice throughout most of Europe and the Middle East. However, most varieties of cheese we enjoy today only go back about 500 years. And the

number of cheese varieties is enormous! It is about 1,400.

No wonder cheese is one of the most favoured ingredients for bakers. As Amit Sharma, Chef and Co-Founder of Love & Cheesecake and Poetry by Love & Cheesecake, declares, "Cheese is the most loved dairy product across the globe and it plays a key role in making almost all the cuisines delicious. While cream cheese may be the ideal schmear for bagels, its potential lies far beyond the breakfast table. This food is not just a simple spread, there are so many desserts you can bake with cream cheese – the most obvious being a humble



Baked Cheesecake. Yes, this is an ingredient that has some serious versatility.

It's also a known fact that Mascarpone cheese makes an incredible dessert ingredient – after all, we do love and cherish a well made Tiramisu. Nothing else could make our red velvet or carrot cake taste so divine. Other bakery items where we use cheese substantially are our soft, flaky cream cheese biscuits and croissants.

We use different kinds of savory cheeses like blue cheese, goat cheese, parmesan, feta in our soups, salads and sandwiches. Other bakery items like our Cheese Croissant, 3 Cheese & Herb Savory Cupcake are very popular breakfast items. We make a crazy goats cheese & ricotta savory cheesecake which is very popular amongst our connoisseur customers."

Richa Talwar, Founder of Sustenance Foods, adds, "Cheese is a great ingredient for baked goods. Cream cheese and ricotta are quite popular for cakes, muffins and used in frosting. While parmesan and cheddar makes for a great addition to savoury baked goods like biscotti, scones, breads, quiches and cookies.

Indians love cheesecake and this dessert makes an appearance on quite a few menus around the country. We have a range of savoury items like parmesan & black pepper biscotti, cheddar scones, rosemary parmesan shortbread, pesto scones (using parmesan) and almond ricotta cake that our customers love."

Lokesh Jarodia, Executive Sous Chef, Novotel Imagica Khopoli, declares "Cheese is one of the delightful ingredients; relished by all age groups and it makes any dish infinitely better. It is the most favoured ingredient at bakeries, as it gives an array of options for the bakers to experiment when it comes to sweet and savoury baked dishes. Delicacies such as cheesecake, fondue, lasagne and cheese croissants are incomplete without the hero ingredient that is cheese.

Dishes prepared from cheese are a delight to our taste buds. Dishes such as mac & cheese, cheese and jalapeno poppers, vegetable au gratin, cheese omelette, cheese paratha, cheese chicken burger are some of the favourites in India. At Novotel Imagica Khopoli, we have Tubby's Bistro, which has some of our favourite cheese snacks such as cheese croissants, cheese straws, cheesecake and cheese bagel for cheese lovers."

Gopal Jha, Executive Chef, Grand

Mercure Bangalore, claims, "Cheese is a rich ingredient and a little goes a long way in most preparations. It is a delicious and nutritious food that is very versatile. We do use cheese in our bakeries but in limited quantity as most of them do not require cheese in their preparation. Delicacies that includes this ingredient are cheesecake, fondue, lasagna and more

Cheese contains a host of nutrients like calcium, proteins, and vitamins and is loved by one and all. Any type of cheese – blue, cheddar, Swiss, American cheese and more – is a favourite amongst many. At Grand Mercure Bangalore, we serve delicacies like Spinach and cottage cheese quiche, cheese poppers, garlic cheese bread, cheesecake, chilli cheese toast and cheese dosa are some of the dishes loved in India. Baked cheesecake and tiramisu are the dishes prepared from cheese in our bakery."

Vikas Vichare, Executive Chef of W



Lokesh Jarodia



Vikas Vichare

Goa, mentions some of the dishes that are prepared from cheese as, "Cheese garlic bread, cheese and scallion pull apart bread, raspberry cheese cake and parmigiano reggiano cheese straws."

### Types of Cheeses

Cheese-making has been around for more than 10,000 years. According to Greek mythology, one of their gods, Aristaeus, invented cheese, while the Romans found ways off optimizing the cheese making process. Centuries down the line, we are still a society which just cannot resist cheese. We have it at all times of the day – be it breakfast, lunch or dinner. Cheese is a standard accompaniment to popular foods like burgers, pizza, Mexican dishes, salad, and sandwiches.

There are several cheeses, made by different companies, in the market like Mozzarella, Parmesan, Ricotta, Feta, etc. which are used for different dishes. So what are the major types of cheeses, manufactured by different manufacturers and what are they used for?

Richa states, "All the cheeses vary depending on country of origin, type of milk, aging, texture, protein content, fat percentage, etc. For example, Feta has a higher protein content and longer shelf life while Ricotta is creamier but has a shorter shelf life. Ricotta is also lower in protein content because most protein is removed while making ricotta cheese.

Mozzarella is a cheese that does not need to age long in the storage room, which is why it is relatively soft and is easier to cook compared to parmesan because of its soft texture. Parmesan cheese, on the other hand is a hard type of cheese. It is not cheap because it has been kept in storage for many months and has a very strong flavour. With parmesan, you can really taste the cheese even if you add just a little of it on top of your meal.

There are a few local brands like Caroselle, Eleftheria cheese, The Spotted Cow and Casa del cheese, that produce artisanal cheeses which are wonderful and at par with international brands. I prefer local, small batch cheese to big brands available in our market because the quality is far superior which is apparent in taste."

Lokesh says, "Cheese plays a vital role in almost every cuisine in the world and features in an array of appetizing dishes. We all have our personal favourite, but some people like to experiment with new

varieties of cheese. We have diverse cheese options available in our country and relish it in different ways.

### Some of them are:

**Mozzarella Cheese:** It is one of the fast moving and heavily used in my kitchen, at Novotel Imagica Khopoli, for making pizzas, breads, sandwiches etc. Mozzarella is one of the most popular cheeses, found almost all over the world. The fresh version is used in salads and sandwiches. The dried mozzarella is used for culinary purposes, which is most commonly used in pizza, lasagna and other baked dishes.

**Parmesan Cheese:** This cheese has a very strong texture with a robust flavour. It is mostly used as a condiment and adds a lot of flavour to foods. Parmesan is used in Italian dishes like pasta, risotto, caesar, pie, quiche, bruchetta etc.

**Ricotta Cheese:** Ricotta can be eaten smooth and mixed with condiments as well as sugar, cinnamon etc. It is commonly used in savoury dishes like lasagna, ravioli and calzone, salad and more.

**Feta cheese:** This can be grilled or eaten raw in a salad or marinated in olive oil and several herbs as well.

**Cheddar Cheese:** There are different kinds of cheddar cheese and they come in different strengths. Mild cheese has a softer and smooth texture and a creamy flavour to it. The vintage cheddar is hard and crumbly and has a sharp tangy flavour. Pastas, mac & cheese are one of the most favoured dishes when it comes to cheddar cheese.

Amul, Britannia, Gowardhan, Parivar, Go Cheese are some of the local brands easily available in India at reasonable rates. Many European market cheeses are very flavourful, sharp, aromatic and high in flavour. Cheese is used by chefs to enhance the dishes and add flavour to it. International cheeses are high in cost due to import duty and availability; they need a proper storage and should be handled carefully."

Vikas adds, "Mozzarella comes in two different forms – cooked and raw. The cooked one is used in pizza making and the latter is used for salads for their moist creamy texture.

Parmesan, least used on the cheese board, is preferred mostly for a variety of baking recipes. It forms an integral part of Italian cuisine, being the most important ingredient of major pasta preparation.

Ricotta again comes in two forms viz.

## Chefs' Favourite Cheesy Recipes

### Parmesan Thyme shortbread cookies

#### Ingredients

- 113 grams unsalted butter
- 90 gram grated Parmesan
- 1/4 teaspoon salt
- 1/2 teaspoon freshly ground black pepper
- 1 teaspoon chopped fresh thyme leaves
- 1 1/4 cups flour
- 1 tablespoon water

#### Method

- Place the butter in a stand mixer with the paddle attachment and mix on medium-low until creamy.
- Add the parmesan, salt, pepper, herbs and flour one at a time until evenly combined.
- Add 1 tablespoon of water to help bring the dough together.
- Flatten the dough and wrap it in plastic wrap. Chill until firm, at least 30 minutes.
- Preheat the oven to 350 degrees F.
- Roll the dough to 1/4 - 1/2 inch thick. Use a cookie cutter to make small crackers, re-rolling the dough as needed. (An alternative method is to chill the dough in the shape of a log and then slice it).
- Place the crackers on a sheet pan and bake for approximately 22-25 minutes. Allow to cool to room temperature before serving.

### Italian Ricotta apple cake

#### Ingredients

- 9 tablespoons unsalted butter, at room tem-

perature

- 1cup plus 2 table-  
spoons brown sugar
- 4 eggs
- 1 cup flour
- 1/4cups almond flour
- 1pinch salt
- 1cup fresh ricotta
- Zest of 1 orange
- 1tablespoon baking  
powder
- 1 cup apple, peeled  
and grated
- Confectioners' sugar  
for serving

#### Method

- Heat the oven to 180° C. Butter and flour a 9- or 10-inch springform pan.
- Cream the butter and sugar in a standing mixer until light and fluffy.
- On the lowest speed, add the eggs one at a time.
- Slowly add the flours, salt, ricotta, orange zest, baking powder, and apple.
- Scrape the batter into the prepared pan, smooth the top and bake for 25 to 30 minutes, until the cake is golden brown and the sides start to pull away from the pan.
- Cool in the pan on a wire rack for 10 minutes. Turn the cake out of the pan and cool completely on the rack. Sift confectioners' sugar over the top and serve.



Richa Talwar,  
Founder, Sustenance

ricotta salata and ricotta fresco. Salata ideally is used grated over salads or pasta because it is salty in nature and fresca is ideal for filling up raviolis or cannelloni.

Feta the Greek goat or sheeps milk cheese is a great table cheese to accompany your bread or wine for its salty taste. It is a major ingredient for a classical Greek salad. Apart for its vital presence in the salad section it is scarcely seen in savoury tarts and puffs.

In India some of the cheese producers are: Flanders, Spotted cow go cheese, ABC farms, Amul and a few others.

Flanders is the supplier for many 5\*hotels in India. The most preferred cheese they supply is Mozzarella for pizza.

The Locally made cheeses are far inferior if you compare to the original which are imported from Europe. For example you cannot make a better tiramisu if you don't use mascarpone from Galbani, which are the best when it comes to Italian imported cheeses."

Gopal avers, "We have diverse cheese options available in our country which are relished in different ways. Cheeses can be used in unique ways, ones with salt like feta, mozzarella are great in savoury preparations like pizzas, salads, sandwiches whereas soft cheeses like ricotta and mascarpone are great in desserts and frostings.

Britannia, Amul, Govardhan, GoCheese, Nilgiris, Flander Dairy, Acers Wild Gourmet Cheeses, AbcFarms LaFerme Cheese as well as some artisan companies like Kodai Cheese are some of the cheese manufacturing companies."

Amit declares, "There are three kinds of Mozzarella cheese – Buffalo Mozzarella, a semi-soft Italian Cheese which is popularly used in salads or as a topping on Pizzas; Burrata has an outer solid mozzarella shell, while the inside contains stracciatella and cream, giving it an unusual, soft texture. Burrata is often served with a simple sprinkle of salt and drizzle of olive oil. Slices of good bread can be used to scoop



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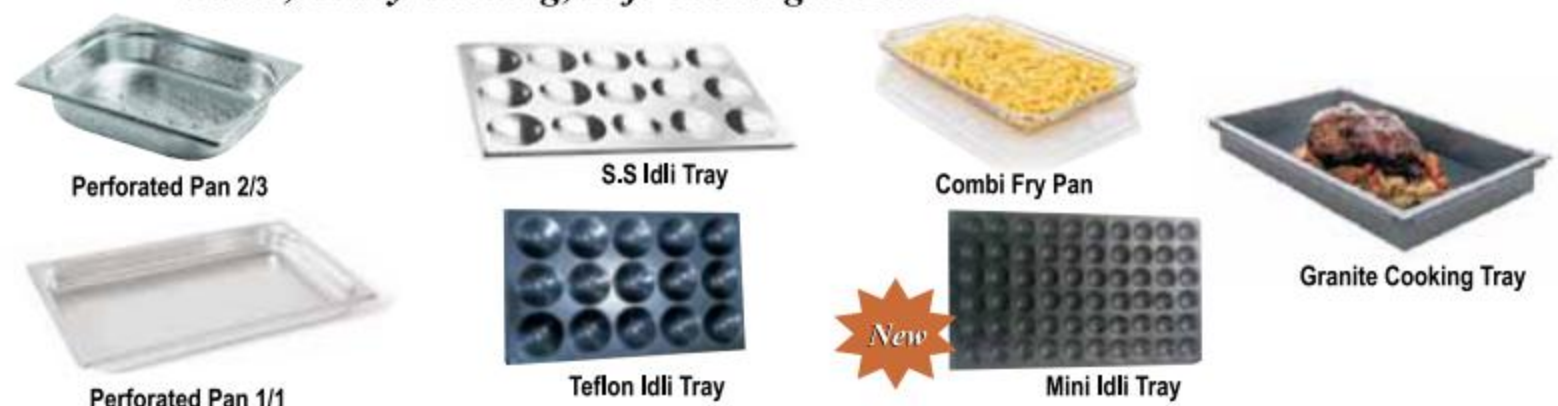
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up the burrata, or the soft cheese can be spread onto crackers. Burrata is also often served like mozzarella, with fresh tomatoes and basil, and is a decadent and delicious topping for pizza. Bocconcini, meaning "little bites" in Italian, are egg sized Mozzarella cheeses that originated in Naples. They are semi-soft, white and rindless, unripened mild cheeses available as a delicatessen in plastic tubs filled with whey or water. These are often used in Pastas or deep dried and eaten as a nugget.

Parmesan cheese is a hard dry cheese and is usually grated for that extra flavour over almost all Italian food.

Ricotta is an Italian cheese which can be eaten smooth and mixed with condiments as well as sugar, cinnamon. It is also commonly used in savoury dishes. Feta is a famous Greek cheese made from either sheep or goat's milk that also can be grilled or can be eaten raw in a salad or marinated in olive oil. Feta cheese is a bit salty and tangy in taste and it is very soft and creamy in texture. Mascarpone is another Italian cheese and is generally used in desserts like tiramisu and cheesecakes.

There are some local institutional brands like Flanders and Goloka Dairy that have fantastic quality cheese that are used by Hotels and Restaurants. Some gourmet cheese companies include ABC Farms in Pune, Acres Wild, La Ferme and the Cheese Collective. Other good retail brands that are available easily in food stores are Gowardhan, GO and Dairy Craft. While locally produced cheese is good, we still don't have the variety and flair that we see in international brands. Hopefully, in the coming years, this industry will grow because there's definitely a lot of scope



## Baked Cherry Cheese Cake

### Ingredients

- 1 1/4 cups graham cracker crumbs
- 1/4 cup sugar
- 1/3 cup butter or margarine
- cream cheese,
- Sweetened Condensed Milk
- 3 eggs
- 1/4 cup lemon juice
- sour cream
- cherry pie filling

### Method

- Preheat oven to 300 degrees F. Combine graham cracker crumbs, sugar and butter; press firmly on bottom of 9-inch springform pan.

- In a large bowl, beat cream cheese until fluffy. Gradually beat in sweetened condensed milk until smooth. Add eggs and lemon juice; mix well. Pour into prepared pan.
- Bake 50 to 55 minutes or until center is set. Remove from oven; top with sour cream. Bake 5 minutes longer. Cool for 1 hour. Chill at least 4 hours. Garnish with pie filling.



Gopal Jha, Executive Chef, Grand Mercure Bangalore

for it."

### Popularity of Cheese in India

There are many wonderful foods that are part of the Indian tradition. But cheese is not one of them. India has no history of cheese-making. In fact, one view has it that even 'Paneer', that essential component of the vegetarian diet, was introduced to India by Europeans. All this is a little ironic because India is currently in the midst of a cheese boom.

Vikas declares, "I believe we, as Indians have been consuming cheese for a long time now, few examples are cottage cheese (paneer), chenna (for desserts and kofta). And few not so popular cheese being made in India for decades like Bandel ( brought in by portugese many years ago). In hotels it has been in demand since Europeans started travelling to India for business and leisure purpose.

There is no traditional preparation made with cottage cheese in bakery, however in

recent times we definitely see paneer puffs, tarts and a few such savoury items being prepared in bakery.

Paneer is the most popular cheese in India because the most popular cuisine across the globe is Punjabi. And when you talk about any vegetarian/most popular dishes then one can only think of paneer makhani, paneer kofta curry and many other vegetarian paneer based dishes. Also if you see any menu the most exotic vegetarian dish on the menu has to be paneer based.

I prefer fresh cheese any day, my favourite is buratta (a pasta filata cheese) which doesn't need much to be done just cut open dress with good quality olive oil, sea salt and freshly cut tomatoes, I bet you don't need anything else with it.

Fresh cheeses like ricotta, mozzarella always have a upper hand as compared to processed cheese for their freshness and taste."

Richa claims, "With globalization, our Indian palette has expanded. In the last fifteen years, consumers are more aware about the variety of cheeses available and even have a taste preference. A lot of Indians, especially in cities, have started cooking Italian and French cuisine at home, which has made them more aware about the vast range of options available.

There are over 350-400 varieties of cheese available but there are a select few that are essentials and most people know about them like chevre, brie, gouda, parmigiano-reggiano, feta, mozzarella, roquefort and camembert.

I think paneer, which is a fresh, unsalted white cheese and requires no ageing or culturing, is the most popular cheese in India. In fact, most international fast

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food restaurants in India offer paneer based food items. McDonald's serves the McSpicyPaneer while Taco Bell serves a paneer and potato burrito. Pizza Hut, Domino's and Papa John's have pizzas with paneer toppings.

As far as I am concerned, personally, I prefer processed cheese over fresh made because I find the flavour more complex. I love Camembert and Brie."

Lokesh reveals, "Paneer is the only popular cheese in India. Paneer is widely used and most highly consumable cheese in Indian curries, kebabs, starters, biryanis and Indian desserts which makes it the popular cheese.

Various dishes can be prepared by Indian cottage cheese. Paneer masala roll, paneer chettinad puffs and paneer puff are few dishes that are prepared with cottage cheese by stuffing it into roll/puff or tossing paneer in the gravy. Cottage cheese improves the taste of the dish giving it a rich flavour.

I prefer processed cheeses as my favourite as there are many flavours available as per my requirement. I can use it in preparing many dishes. It plays a vital role in enhancing the flavour of dishes giving it a rich taste."

Gopal declares, "There are more than 100 variety of cheese – mozzarella, feta, parmesan, brie, goat cheese, blue cheese being widely used around the world. Out of all, Cottage cheese is the popular one in India but in recent years a lot of mozzarella is being used in India.

A lot of places in India have their own distinct type of cheese, for example, Kalari or Maishkrej is a mozzarella-like cheese made by the semi-nomadic Gujjar tribe of Kashmir. Bandel named after Bandel near Kolkata is a small, pressed, medallion of chhena that is salted, smoked and dried to produce a strong-flavoured, smokey cheese. But

Paneer is usually seen in savoury dishes but in a bakery or cafe paneer puffs work really well, in fact paneer can be substituted for most non-veg fillings so you can make paneer samosa, burgers and sandwiches. Even a Grilled paneer steak is a great option for the health conscious."

Amit adds, "Till probably the last decade, chances are, the word "cheese" would have brought to mind a slab of Amul. You weren't thinking of a whey-soaked ball of mozzarella, wobbly in your palms, or a disc of baked Brie, its buttery gold heart begging

## Chocolate Ricotta Cheesecake

### Crust — Ingredients

- 1 cup graham cracker crumbs
- 2 tablespoons granulated sugar
- 1/4 cup melted butter or margarine

### Method

- Preheat oven to 350 degrees F.
- Stir together all ingredients. Press mixture onto bottom and 1/2 inch up side of 9-inch springform pan. Bake 10 minutes; cool.

### Filling — Ingredients

- 3 cups ricotta or low-fat cottage cheese
  - 1 cup granulated sugar
  - 4 eggs
  - 1 cup whipping cream
  - 1/8 teaspoon salt
  - 1/3 cup Hershey's Cocoa
  - 1/4 cup all-purpose flour
  - 1/2 teaspoon vanilla extract
- Sweetened whipped cream (optional)

### Method

- Preheat oven to 350 degrees F.
- In food processor or blender container, place ricotta cheese, sugar and eggs; process until smooth.
- Add remaining ingredients except Glazed Fruit. Process until smooth.
- Pour batter into prepared crust.
- Bake 1 hour and 15 minutes or until set.
- Remove from oven. Loosen cheesecake from rim of pan; cool to room temperature.



**Amit Sharma, Chef and Co-Founder of Love & Cheesecake**

- Refrigerate several hours or overnight.
- Preheat oven to 350 degrees F.
- In food processor or blender container, place ricotta cheese, sugar and eggs; process until smooth.
- Add remaining ingredients except Glazed Fruit. Process until smooth.
- Pour batter into prepared crust. Bake 1 hour and 15 minutes or until set. Remove from oven.
- Loosen cheesecake from rim of pan; cool to room temperature.
- Refrigerate several hours or overnight.

### Method

- Remove rim of pan; top with fresh or Glazed Fruit, mint sprig and pipe with sweetened whipped cream, if desired.
- Glazed Fruit Stir 1 1/2 cups sliced peaches, pitted sweet cherries, fresh strawberries or pineapple chunks with 1/2 cup fruit preserves until fruit is well coated.
- Arrange on top of cheesecake

to be scooped with a cracker. Amul was the first company to make an attempt at an Indian processed cheese in the early 1960s. Today, the processed cheese market is dominated by several brands. Besides,



now the processed cheese has several other varieties rubbing shoulders with it on the shelves. Some of them are mozzarella, emmental, parmesan, ricotta, halloumi, feta, blue cheese, cheddar, gouda, cream cheese. Indian cottage cheese, aka as paneer, is the most popular."

Yes, the craving and popularity of cheese is growing at a rapid pace. Till a couple of decades ago, cheese was treated as a foreign item which had nothing to do with Indian food. But now one finds even thelewalas (street vendors) and dhabas (roadside stalls) have gone cheese-mad. They are putting cheese on egg dishes, stuffing parathas and dosas with cheese. There are even cheese uttapams!

It is time for everyone to say "Cheese" with a grin as they pose with a cheese sandwich! ■

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# Wafting Aroma of Waffles Business

Waffles which, till a couple of years ago, were a rarity, have today become popular in several restaurants. Made of leavened batter or dough, cooked between two plates, it has become a hot favourite among the present generation, in particular. The versatility of the dish makes it as popular for brunch as for dessert. The adaptability of this dish has evinced keen interest among the entrepreneurs who want to become a part of this exciting business which satiates the desires of the millennial craving for not only some exciting sweet dish but also its savoury avatar. *Ashok Malkani* delves into all the details concerning this delicacy to make it easier for an enterprising businessman to venture into this field.

If you walk into a place where Waffles are being freshly baked you will experience one of the most pleasant olfactory sensations. And why just olfactory, Waffles are visual treat too. The fluffy, golden brown breakfast treats heaped with copious amounts of your favourite toppings are as much a gastronomic delight as a sensory joy.

No wonder there is International Waffle Day (March 25), named after this delicacy. As the world counts down to celebrating the International Waffle Day are you aware of the origins and the constituents of this crispy delight?

Well, it is believed to have started as flat cakes called Obelios, in ancient Greece. The Greeks used to cook hotcakes between two metal plates – which were technically the first Waffle irons. At that time, they did not have their characteristic grid pattern, which is believed to have come about at some point in the 13th century. By early 17th century, Waffles, as they were spelled then, had been introduced to the New World by the colonists. Waffles, as they are called now, have continued to evolve. In 1953, the world had its first ever frozen waffles marketed under the brand name Eggo. Today, they are produced in complex sweet and savory varieties in different shapes and sizes.

Sachin Cinchkar, Pastry Sous Chef at Courtyard by Marriott Pune Chakan reveals, “Belgian Waffles, as we know them today, debuted at the New York World’s Fair in Flushing, Queens in 1964. This was when Vendor Maurice Vermersch sold his wife’s recipe for Brussels Waffles—fluffy yeast waffles with strawberries and whipped cream. Being a smart marketer, he changed the name to a more familiar country, Belgian Waffles. Most noteworthy, the family refused to offer forks or knives because they insisted on serving them authentic. In Brussels, Waffles are a street food, served without syrup and then merely with a sprinkling of powdered sugar.”

Sachin Talwar, Executive Chef, Novotel Goa Dona Sylvia Resort, adds, “Waffles originated few hundred years ago in Scandinavian countries



and today they have reached almost every corner on the world map, however its arrival in many places is very recent which makes it less popular with the elderly generation, but never the less this crispy, creamy and lip-smacking dish has taken the comfort food world by storm. That is the reason why any Waffle joint on the street always buzzes with youth."

Gopal Jha, Executive Chef, Grand Mercure Banagalore, avers, "Waffles have been around since the 14th century and are being loved by all the generations especially the millennials. It is amazing to see that this generation is changing the food landscape as well."

Lokesh Jarodia, Executive Sous Chef, Novotel Imagica Khopoli, states, "Waffle is a treasured recipe which is handed down from one generation to the next and they continue to be a popular treat even today."

Siddhartha Sarmah, Executive Sous Chef, Novotel Pune Nagar Road, says, "These treasured recipes are handed down from one generation to the next. One such recipe of a thick yeast-leavened Waffle topped with

strawberries and whipped cream made its American debut at the World's Fair in New York in 1964. Americans fell in love with Belgium Waffles and they continue to be a popular treat today."

Saurabh Srivastava, Executive Chef, Aloft New Delhi Aerocity, iterates, "The taste and, now-a-days, the varieties available make Waffles a favorite amongst all age groups, especially among millennials, who have had authentic versions of Waffles and have the curiosity to try them done in different ways by creative chefs."

Ashish Tiwari, Executive Chef, Novotel Mumbai Juhu Beach, believes "there is no age barrier when it comes to dessert/ Waffle. According to the current scenario Waffles are popular from the age of 4 to about 35 years. These stats are based on the observation made during the brunch hours at our hotel. However, age is no barrier for enjoying desserts."

Ilandhirai Vadivel, Executive Chef, Radisson Blu Pune Hinjawadi, disclosed, "Waffles are preferred by the present generation. They are proving popular at all times of the day,

throughout the globe."

### Opportunities for Entrepreneurs

Waffles, which are a bit like cookie and a bit like pancake, are all the rage these days with foodies who like to explore better breakfast, snacking and dessert options. This has evinced interest in new entrepreneurs. The success of 'Wicked Waffles' (a small café and takeaway in Delhi's middle class enclave, Preet Vihar) and chains of 'Waffle House' and 'World of Waffles, has increased the desire of several of these prospective entrepreneurs to venture into Waffle business.

So, is it advisable to venture into Waffles outlet?


Gopal asserts, "Yes, there are opportunities to start Waffles business. While opting for it as a business, one can either open a retail spot where customers can enjoy their Waffles hot with a variety of toppings, or set up a frozen Waffle business so customers can reheat the Waffles at home and dress them with their own toppings."

Lokesh adds, "Last few years have seen a deluge of Waffle stores in every



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Sachin Cinchkar



Lokesh Jarodia



Saurabh Srivastava



Ashish Tiwari

neighbourhood across the country. They have been set up by small-time entrepreneurs, usually with no restaurant background, the business model is simple that is to open a tiny cafe in an area with low rent, buy basic equipment (a Waffle iron for home use is available online for rupees five thousand and bigger ones cost rupees twenty five thousand). My advice is: Don't bother with a professional chef and rely instead on off-the-shelf products like Waffle with fresh berries, fruit, maple, honey, nutella, peanut butter, chocolate sauce and flavoured cream."

Siddhartha's advice needs to be mulled over. He says, "One issue that an entrepreneur will have to contemplate on is whether to start an independent business, or to start a franchise."

Ilandhirai believes that it is indeed an opportunity for new entrepreneurs. He discloses, "It would not be a hi-cost set up. It's a new trend in the food joints. I had worked in café restaurants overseas, where Waffles were served faster and frequently. It's trending in India as well."

Ashish affirms, "There is plenty of demand and scope in the Waffle segment. Now a day lots of experiments are taking place in the industry, which has taken savoury Waffles to new heights. The cost involved in starting this business is not high, as making a Waffle is all about getting the recipe right. A not so skilled person can run the Waffle shop."

Sachin Talwar too believes that starting Waffle business is a good idea. He declares, "Waffles are the taste of the town, and there is a huge scope for creativity with flavours and colours to attract the customers; also, it is an easy and convenient comfort food. The cost of setting up only the joint could be approximately around 15- 20 Lac excluding the raw materials that would go in."

Saurabh is of a similar opinion. He disclosed, "There are already a few joints in the market with their Waffle varieties and they are also doing well. There is an increasing demand and they are gaining popularity day by day. One really needs to come up with new innovative ideas with the Waffle if they want to establish a new outlet which is primarily centric on Waffles."

### Types of Waffles

But before one gets into any business one has to learn the ropes and the intricacies of business. One has to be aware of the types of Waffles and the new avatars that are taking place.

Sachin Chinchkar elucidates, "A Waffle is a dish made from leavened batter or dough that is cooked between two plates that are patterned to give a characteristic size, shape, and surface impression. There are many variations based on the type of Waffle iron and recipe used. Waffles are eaten throughout the world, particularly in Belgium, which has over a dozen regional varieties.

Some of the different types of Waffles are:

- Brussels Waffles – Belgian
- American Waffles – America
- Flemish Waffles – Northern France
- Hong Kong style Waffles – Hong Kong
- Belgian Waffles – North America
- Pandan Waffles – Vietnam
- Scandinavian style Waffles – Nordic countries (Norway, Finland, Iceland, Swedish)
- Gofri -- Italy
- Hotdog Waffles -- Thailand
- Galettes -- Belgian
- Waffles on a stick

Ilandhirai describes, "American Waffles, Belgium Waffles, Waffles cones, Liege Waffles (original Waffles 600 years of history), Savory Waffles like Potato Waffles and Cone Waffles" as some of them."

Siddhartha names some of them as: "Chocolate Waffles with Peanut Butter Sauce, No-Fail Waffles, Grill Pan Waffles, Cinnamon Roll Waffles, Chocolate Stout Waffle Sundae, Waffles Eggs Benedict, and Banana Bread Waffles."

Lokesh adds, "Belgian Waffle, Nutella and Fresh Strawberry Waffle, Cinnamon Roll Waffles, Banana Bread Waffles, Sweet Waffle, Savoury Waffle with various toppings are a few different types of Waffles that you can munch on at just about any time of the day, be it breakfast, lunch or dinner."

Gopal says, "There are many varieties available these days based on creative toppings and innovative ingredients. This has led to various types of Waffles and innovative types have evolved. Few of them are Brussels Waffles, Liège Waffles, Flemish Waffles, American Waffles, Hong Kong style Waffles, Hotdog Waffles & Waffles on a stick."

Ashish enlightens, "Waffles have been on the top list in breakfast menu since a long time now. There are several types of Waffles. Most of them take their name from the region from which they originate. Each type has its own distinct flavour profile and texture"

Sachin Talwar adds the names of "Irregular shaped Gaufres Waffle from France, Cone Waffle from China, Coconut Waffle from Vietnam, Cookie Waffle from Netherlands and Pizele from Italy."

Saurabh avers, "Belgian Waffles are the ones which are famous across the world, and they have so many different recipes and different ways to create them, with a lot of sweet and savory toppings."

### The new Avatars

Waffles can be drizzled with melted butter and maple syrup or blobbed with whipped cream and strawberry jam or swirled with dark chocolate sauce, they are all lapped up by the waffle lover. That is one of the reasons why there have been several avatars of this delectable delicacy.

Today you have sweet as well as spicy Waffles. Sachin Chinchkar lists the new avatars thus:

Extra fluffy vegan Waffles: good for vegan people

Whole grain Waffles: good for a nice and healthy start

Gluten-free Waffles: for allergic to gluten

Chicken Waffles: you can have it as a snack at any time

Perfectly crispy Cauliflower Waffles: any time snack for vegetarian people

Eggless Waffles: people who don't eat eggs and egg product

Ilandhirai elaborates, "We have bubble Waffles which are street food in Hong Kong, served with toppings or folded. In Italy you have different types of Waffles called as Waffle cookies (pizzelle). We are getting several new versions in different shapes.

We have sweet as well as savoury Waffles. Sweet Waffles are served in breakfast as well as desserts with filling or coated with chocolate or topped with ice creams and other sweet toppings and fillings. Spicy Waffles are savory Waffles and served as sandwiches, sliders and canapés."

Lokesh gives the new avatars as:

Cone Shape Waffle: Waffle cones are hollow and bigger, and thus accommodate more delicious filling. This is a flavoured cone variety found at artisan ice cream shops.

Heart Shape Waffle: generally gives a wow factor for a romantic couple and nice to give a surprise by serving them during Valentine's Day.

Animal Shape Waffle: Kids and kids-at-heart will love animal shaped waffle such as elephant, giraffe, and rabbit Waffles.

Waffle bowl: This is the ice cream sundae of your dreams filled in a Waffles bowl. Various types of Waffles bowls include Belgian Waffles bowl, ice cream Waffles bowl, fruit salad Waffles bowl and more.

Then there are sweet and savoury Waffles. Sweet Waffles are made with egg and sugar which are lightly sweetened and topped with honey, maple, chocolate sauce, and fruit flavour cream. Savoury Waffles are made with salt, egg, and herbs and taste savoury. The toppings can include mushroom, caramelized onion, parmesan, falafel, artichoke, parsley, bacon, egg, tuna, sausages, and fried chicken."

Gopal explains, "The USP of Waffles is that it is served in various forms, flavours and textures. Bubble Waffles from London Bubble Company, with crisp edges and soft chewy bubbles, fish-shaped Waffles which resemble the Waffle-like snack, Teriyaki of Japan, usually filled with red bean and

custard or chocolate. Pocket Waffles and towering Waffle sandwiches. A unique avatar of Waffle is, fried chicken and Waffle sandwich is served with maple syrup, pickled green tomato and watercress on a buckwheat cheddar Waffle. There is a wide range of savoury Waffles – from Kung pao chicken to Goan chorizo and Char Sui. Waffle quesadillas have been created, giving a spin to the Mexican dish. From peri-peri mushroom to chicken keema. The Waffle that has salty cheddar blending into the batter, resulting in a rich, cheesy Waffle further topped with a layer of creamy scrambled eggs."

Ashish states, "Waffles have upped the ante with their various avatars. Now we see Waffle cone, Fish shape Waffle, Cigar Shape and more. The plus point for all the above avatars is that they are an ideal way to attract guests/consumers towards them.

Waffles have now evolved to whole new level; there is no more constraint on types of Waffles. A few examples for sweet Waffles are: Belgium Waffle, Cheesecake Waffle, Aam Panna Waffle, Coconut Pinacolada Waffle, Dobosa Waffle, Layered Apple Pie Waffle, Linzer Waffle, etc. The savoury Waffles are: Wasabi Waffle, Mysore Masala Dosa Waffle,



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Malabari Chicken Waffle, Chicken Tikka Waffle with Green Chutney Foam, Mumbai Style Waffle Sandwich."

Sachin Talwar avers, "The different shapes and avatars make the waffle look trendier. Some of the appealing avatars are:

Fish cone shapes, in which the cone opens as the mouth of the fish, which is then held as an ice cream cone with desired fillings or sauce.

Bubble Waffle in which the syrups or sauces is filled inside the bubbles.

Toons shaped or Alphabet shaped Waffles to siege kid's attention.

Festive shaped Waffles for eg. Christmas Shaped Waffles for the Christmas Eve and heart shaped for valentines.

Waffles have evolved, so much so that their main purpose of being a breakfast dish has changed with the people and place. Waffles today can be sweet breakfast dish with loadings of fruits and chocolate drizzles; they can even be an evening tea snack. Not only they are great as a dessert with Nutella spread or ice cream scoops but equally good as savoury accompaniments with meats like a potato Waffle.

They can be cookies when thin with fillings inside or can be large and soft like doughnut."

Saurabh explains, "Usually the shapes of a waffle do not change its taste but they allow a creative mind to create magic on the plate with different presentations.

Savory and spicy waffles are in trend these days. You will also find an Indian twist to the waffle recipes and diverse healthy grains being used with new age superfoods like quinoa, oats, chia seeds and many more."

### Indianising Waffles?

With people being accustomed to snacks like dosas and vada pavs is there a possibility of Indianising Waffles?

Sachin Talwar avers, "Snacks like Dosas and vada pavs are very deeply rooted in Indian food habits, which seems unmovable for many decades. Nevertheless, the times are changing and so are the food habits, we should understand by looking at the present demands. If we see our past, the vada pav was never an Indian thing after all.

We have inherited many dishes from countries that invaded us and have altered them and kept them as our own. Moreover, if we talk about Waffle, it has just arrived and people like it. In addition, if you see several Waffle joints have sprung up across country.

Waffle with Indian twist is possible. One can make Besan Chilla into Waffle, or dosa Waffle drizzled with chutneys. There are lots of variations possible, the sabudana and potato Waffle can also be considered, or waffleised Gajar ka Halwa with drizzled Rabri."

Saurabh declares, "Unless one sees something better and innovative in terms of taste, it is little difficult to change someone's habit of having accustomed snacks. On the other hand, one can create such flavours within Waffles where they get the same or alike taste and flavours.

With increasing demand and greater popularity in India, Waffles have been Indianised to an extent that now Waffles are paired with Indian desserts like gajjar ka halwa and gulab jamun as well. Not only are Indian classic recipes being infused but the umami flavors like soya sauce and fish sauce are also used extensively to create what customers want."

Assish asserts, "We Indians love spices and flavours. The Waffle industry needs a little time, in order to alter and twist to add the desi touch to it and once this is done for sure it will work well.

Today Waffles are available in a whole new variety like Mysore Masala Dosa Waffle, Malabari Chicken Waffle, Chicken Tikka Waffle with Green Chutney Foam, Mumbai Style Waffle Sandwich."

Gopal says, "The USP of Waffles is that it is served in various forms, flavours and textures. Bubble Waffles from London Bubble Company, with crisp edges and soft chewy bubbles, fish-shaped Waffles which resemble the Waffle-like snack, Teriyaki of Japan, usually filled with red bean and custard or chocolate. Pocket Waffles and towering Waffle sandwiches. A unique avatar of Waffle is, fried chicken and Waffle sandwich served with maple syrup, pickled green tomato and watercress on a buckwheat cheddar Waffle. A wide range of savoury Waffles are – from Kung pao chicken to Goan chorizo and Char Sui. Waffle quesadillas have been created, giving a spin to the Mexican dish. From peri-peri mushroom to chicken keema. The Waffle that has salty cheddar blending into the batter, resulting in a rich, cheesy Waffle further topped with a layer of creamy scrambled eggs."

Lokesh States, "Kids who used to have breakfast of idli, dosas are now leaning towards Waffles. Over a dozen regional varieties are attracting millennial more than the traditional food."

Samarth adds, "The last two years have seen a deluge of neighbourhood Waffle stores ... So it's no surprise that "Indian fast food" has changed."

Ilandhirai disclosed, "My first acquaintance with Waffles was in my school days, in the 90s. I never knew it as Waffle. We used to call this egg roti as a street food. I wondered when I saw this again in hotels as I joined in hotel industry. So I feel it is popular among the Indians and people love to eat this as I have observed during my career."

Sachin Chinchkar affirms, "The generation of India that grew up eating barfi's and jalebis has readily accepted Waffles in the dessert space.

It is no wonder that Indian food is immensely varied to accommodate diverse palates. India has



Gopal Jha



Sachin Talwar



Siddhartha Sarmah



Ilandhirai Vadivel

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a rich gastronomic heritage which has evolved over centuries. Every state has its own culture, which has heavily influenced its culinary practices. Every zone of India celebrates a different type of cuisine and people have a fierce loyalty to their traditions, and as such for a long time, have preferred to indulge in the traditional desserts of their regions. A decade ago, people used to give each other traditional sweets on auspicious occasions. But today, what dessert do you gift your friends on their birthdays? Not Ladoo, but rather a delectable cake of their preference.

If millennials are asked what comes to their mind when they think about the word – 'dessert', it will not be jalebi or barfi, but something along the lines of Waffles."

### Health Consciousness

People believe that the health conscious are apt to be hesitant in consuming this indulgence food. But now there are several healthy types of Waffles.

Ashish states, "For all the health conscious people, who cannot give up on Waffles, can opt for healthy base Waffle. I always prefer Ragi Waffle and instead of whip cream opt for coconut cream."

Sachin Chinchkar disclosed that there are several healthy Waffles. One of them is whole grain Waffle.

The whole grain Waffle is a multi vitamin Waffle. Filled with B vitamins, Vitamin E, and minerals like magnesium and iron, multi-grains provide nutrients naturally."

Ilandhirai adds, "Waffles can be made not only of whole wheat flour but also Oats, Ragi and Quinoa flour. They can even be made of Chia flour or Buckwheat flour. And instead of milk we can also use almond milk."

Siddhartha also believes that whole grain Waffles are healthy.

Lokesh states, "Waffles are one of the likeable and favourite snacks of millennials and for health-conscious young people, whole wheat Waffle, oatmeal Waffle and savoury Waffles packed with protein and calcium are one of the best healthy treats."

Gopal affirms, "Waffles need not merely mean indulgence. For the health-conscious, vegetarians or vegan, there are various Waffle options. They can opt for buckwheat buttermilk Waffles topped with fried chicken, cinnamon butter, and fresh fruit or whole wheat and sesame seeds waffle with a range of gluten-free toppings. By including nutritious toppings and ingredients like cottage cheese, fresh berries, banana slices,

zucchini, and a fried egg, Waffles can be a healthy option to eat and relish on."

Sachin Talwar ponders over the issue, "Waffles is considered as an unhealthy snack which is loaded with simple carbs, white sugars and fat. That is the only reason why people avoid having Waffle even for breakfast. But one can make it healthier by changing the nutritional value of the dish. We can do this by replacing simple carbs from refined flour with complex ones from whole wheat or multigrain. Also if you replace simple sugars (sucrose) with fruits pulp (fructose) and healthy fats like coconut oil then even health conscious people would not feel guilty of consuming this indulgence treat."

Saurabh adds, "Besides whole wheat and multigrain flour one could also use different vegetable puree in making waffles."

### The Future

With it being capable of overcoming the health issue what is the future of Waffles, is something that a new entrepreneur, contemplating on entering this field, would like to know.

Sachin Talwar is of the view that "Currently Food and Beverage Industry is facing various challenges at many levels, starting from various regulations to operational issues such as competition, heavy rentals, and high attrition of skilled work force. Chefs are continuously innovating new food items or reinventing the existing and the classic ones to appeal to the eyes and tongues of the customers.

The future of Waffle looks good in India, currently in metro cities (Mumbai, Pune, Delhi, Jaipur, Bengaluru) it's becoming craze. Waffles are certainly going to replace the usual desserts and disrupt the dessert industry. The reason Waffles are getting so popular is due to their flexible preparation method. Its batter can be eggless, or with eggs, as one prefers. From simple vanilla to chocolate Waffles to red-velvet to charcoal Waffle cones, it comes in an abundant variety of flavors and forms- where the only limit is imagination!"

Ashish opines, "As far as I can think, the future of Waffle will transform itself towards being healthier than at present. As people are trying to opt for a healthier life, the Waffle base will shift to a super nutritive Indian grains flours as Raagi, Amaranthus flour, Millet flour, Buckwheat etc. This will help them to full fill their craving of Waffle in healthy way."

Gopal states, "The propagation and growth of Waffles at hotels and restaurant have turned a lot of eyes for the past few years. The craze for Waffles has hit almost every nook and corner of the country. Waffles are – and have always been – a favourite amongst most breakfast eaters. Unconventional and experimental chefs have taken it beyond the breakfast table and on to the lunch, brunch, and dinner or midnight snack escapades. There is a lot of innovation in the product to keep the consumers hooked. Waff-wich, a hybrid of Waffles and sandwich is a popular variety enjoyed by the customers. Considering the fitness fanatics, there are health Waffles too, like multigrain Waffles that suit the needs of those who refuse to intake the extra calories. So the future appears to be bright."

Saurabh, however, iterates, "Only the originality and classic way of serving will take it towards where people would actually love eating them without being least bothered of them it being indulgence snacks or desserts."

Lokesh reveals, "A tremendous growth has been seen in the last five years. Many restaurant and outlets are selling the product in large volume. Sweet Waffles with numerous toppings are already enjoyed by people. Savoury Waffle with veggie, egg, and chicken makes the dish more interesting. Waffles that are likely to be introduced in the future can be Sushi Waffle, Mexican burritos Waffle, Tacos Waffle."

Siddhartha believes that if the people have a proper understanding of the demand and the food itself then the future of Waffles in India is bright.

Ilandhirai says, "As they are easy to make and can be prepared fast, people are lapping them up and so they are being served as breakfast, school snacks, evening meal or desserts and even mid night meal. I can thus gauge that it has a good future."

Sachin Chinchkar states, "With the benefit of good nutrition it has a vibrant market not just in India but also globally."

Bakeries and bakery cafes are always on the lookout of making their products stand out so converting something that is considered as breakfast food and turning it into a snack can generate interest and be an inexpensive way of making profit. Waffle is a versatile food which contains many ingredients that can be found in a cake. So, as the consumers continue to lick their fingers and slurp on these sweet, as well as savoury delicacies lets raise a toast to the success of all new entrepreneurs! ■

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# Chocolate Evolution in India



Until few years back chocolate products in India were primarily meant for the consumption of children. Since the mid '90s, chocolates began to get popularity among the adult population in urban India. Today, the growth of modern retail is giving an impetus to the adult chocolate consumption in the country. With wide range of locally made and imported chocolate brands visible on retail shelves and large population travelling abroad and getting exposed to world of chocolates, Indians are now getting more aware and thus engaging more with chocolate.

Chocolates are known for their rich, sweet lingering taste. The next stage in the evolution in the consumption of chocolates in urban India was the graduation of chocolate products into gift items in celebrations and festivities. This trend coalesced during the first decade of the twenty-first century.

In urban India, the concept of gifting chocolate products instead of traditional *mithais*, especially during festive occasions is becoming popular. This could be because of the relatively longer shelf life of chocolates as compared to traditional *mithais* and the ease of delivery that chocolate products can offer along with novelty, which the traditional sweets do not generally offer.

Parallel to the trend of chocolate products being used in celebrations, the trend which is gaining in developing Indian chocolate market is that chocolate products boost energy or satiate hunger. They also supply nutrients and work even as medicine.

Handcrafted and customised chocolates are gaining currency in the upper echelons of urban Indian society in a big way. Now one's imagination can be reflected in chocolates, which can enhance the celebratory mood in



birthdays and festivities.

## The Health Factor

But there is also a stigma attached to chocolates. People believe that chocolates affect your health adversely. However, any chocolate connoisseur will tell that this confectionery whose appeal transcends age groups and geographies can uplift your mind and your spirit; in a way very few foods can. Many researchers, which include nutritionists, food scientists and cardiologists, have shown that chocolate is good for your body.

The sweet taste of finished chocolates is contrasted by their bitter origins. And the wonderful present of chocolates is complemented by their fascinating history. The chocolates of the world owe their birth to the cocoa beans, which are dried and fully fermented fatty seeds of the cacao trees. The seeds of cacao tree are intensely bitter in taste. The cultivation of cacao can be traced back to around 1100 BC. The tropical rainforests of South America, Mexico and Central America have been the traditional cultivators of cacao tree.

Though the commercial production of chocolates is a twentieth century happening, the history of chocolates dates much beyond a mere hundred years. The knowledge of chocolate's health benefits is not new. The ancient Aztecs discovered a 'divine drink', which builds up resistance and fights fatigue. A cup of the refreshing and nourishing drink, made by crushing the seeds of the *Theobroma cacao* tree, permitted a man to walk for a whole day without food. Thus the idea that chocolate is



bad for health seems to be a misconception.

Chocolates are not bad for health as is the popular opinion. In fact, chocolate with high cocoa content is quite healthy and has nutritional value. When eaten in moderation and supplemented with regular exercise, chocolate can contribute to a healthy overall diet. Research has also shown that chocolates can facilitate blood flow and reduce cholesterol levels.

The high content of antioxidants of Theobroma cocoa beans has been considered to be responsible for the health benefits of chocolates. 50 gm of dark chocolate contains about 19 mg caffeine and 250 mg theobromine. Cocoa products, which are rich sources of flavonoids, have been shown to reduce blood pressure and the risk of cardiovascular disease. Although in short-term intervention trials, dark chocolate has been reported to reduce total and LDL cholesterol (bad cholesterol) with no major effects on HDL cholesterol (good cholesterol), its regular consumption has been found to be useful in increasing the HDL cholesterol, and producing favourable effects on lipoprotein ratios and inflammation markers.

Throughout the years, chocolate has



received bad publicity because of its fat content, and its consumption has been associated with acne, high blood pressure, coronary artery disease and diabetes. However, the recent discovery of biologically active phenolic compounds in cocoa has changed this perception and stimulated research on its effects in ageing, oxidative stress, blood pressure regulation and atherosclerosis. Today, chocolate is lauded for its tremendous antioxidant

potential.

### Dark and Healthy

With the demand for chocolate products increasing in small but significant pockets of urban India, consumers with greater health consciousness are going for dark chocolates. In fact, dark chocolates can present the chocolate lovers who are determined to curb their cravings for creamy chocolates; scared of the ill effects of chocolates, to satiate their sweet tooth in a healthy manner.

Dark chocolates are especially healthy. They are rich in anti-oxidants and are rich source of nutrients. The benefits of dark chocolates are innumerable. It can improve brain functionality, can lower the risk of cardiovascular diseases, and can improve weight loss. They can also act as foe of diabetes.

Dark chocolate has Theobromine, which acts as a mild stimulant. It can help to suppress coughs. Dark chocolate is nutritious. It contains a number of vitamins and minerals such as potassium, magnesium, copper and iron which are useful for the body. The copper and potassium in dark chocolate help prevent

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against stroke and cardiovascular ailments. The iron in dark chocolate protects against anaemia, and the magnesium in dark chocolate helps prevent type 2 diabetes, high blood pressure and heart disease. Dark chocolate also contains several chemical compounds that can have a positive effect on your mood and cognitive health.

Consumption of dark chocolate, in controlled quantity that is twice or thrice a week, can help lowering blood pressure. Dark chocolate improves blood flow and prevents the formation of blood clots. Dark chocolate may also prevent arteriosclerosis. It also protects skin from UV, can boost appetite. In fact, dark chocolates contain lower sugar.

Cocoa, which is used to make chocolates, provides phytochemicals. These can improve health by acting as antioxidants. Darker the chocolate, higher is the phytochemical content. Eating antioxidant rich foods like dark chocolate can protect from different types of cancer and slow the signs of aging.

But of course, you cannot go all out and overindulge in chocolate every day. It is evidently loaded with calories. Dark chocolates contain some sugar, but the amounts are usually small; darker the chocolate, the less sugar it will contain. Moreover, dark chocolate can increase blood flow to the brain as well as to the heart, so it can help improve cognitive function.

### Foodservice Market

With many of the Chefs declaring that consumption of chocolate is advisable in measured quantities, what about the desserts that they concoct? Chefs believe chocolate is the heart of confectionery. Often it is the main ingredient in building up a dessert. With so many single origin chocolates available all around the globe, chocolate has become a niche product like a vintage wine.

The best thing is, chocolates are easily available and one can experiment and give variations while using chocolates in baking and making desserts. 95 percent of cake orders are of chocolate flavour. Moreover, chocolate contains phenyl ethylamine, the same chemical your brain creates when you feel like you are falling in love.

There are three kinds of chocolate in use – dark, milk and white chocolate – for desserts, but dark chocolate has its versatility of use. Dark chocolate is used in most of pastries as glaze, fillings, mousse,

fudge ganache, moulded chocolates, garnishes, etc.

### The Commercial Market

Most of the premium chocolate products made in India are made using cocoa butter, which is largely being imported. These chocolate products are sold at a premium because of the high pricing of cocoa butter and due to demand and supply gap. This high price consideration is one of the main factors which motivated researchers to find replacers for cocoa butter.

This led to the development of many other types of replacer fats that were mixed with cocoa components and other materials to make chocolate confectionery. These fats not only reduced the high costs of production of chocolate confectionery but also allowed the manufacture of tailor-made products for specific applications. The replacer fats not only need to be economical, but also need to possess the premium characteristics of cocoa butter with no compromise on taste. These fats came to be termed generally as specialty fats.

India has become a major hub for production of these specialty fats which are also called cocoa butter substitutes, cocoa butter replacers and cocoa butter equivalents (CBS, CBR, and CBE respectively). These specialty fats are widely used to make economical and affordable confectionery products as they are derived from natural sources and are

trans fat free.

### The Challenge

India being a tropical country, experiences extreme weather conditions during summers when temperatures can go as high as 45-48 degree centigrade in some places of the country. At this temperature, if the chocolate products are not stored in cool conditions, they tend to melt and stick to the wrappers. Inadequate cold chains, erratic power supply, other facets of poor infrastructure in rural and semi-urban areas are the biggest challenges that we are witnessing in terms of production and distribution of chocolate confectionery, and these factors tend to affect the business for small and medium scale enterprises in Indian chocolate business.

These factors have prompted chocolatiers to develop heat resistant chocolates. These contain ingredients (specialty fats) which render the chocolate thermally stable and retain the shape even at high temperature. These chocolates have a good melt profile with excellent flavour release and overall good organoleptic properties. There are many patents published by companies who are proactively working on this concept of thermally stable chocolates that won't melt in hands but will melt in the mouth instead.

However, every growth is associated with several challenges. Thus boosting the productivity of cocoa beans, improving the cold chain infrastructure and more research and innovations pertaining to processing and manufacturing of chocolate products are the need of the hour in India. Encouraging small scale industries engaged in the creation of chocolate confectionery by the government is also needed.

### The Law

According to FSSAI (Food Safety and Standards Authority of India), chocolates are products obtained from cocoa butter only and no other vegetable fat. According to this definition, chocolates made from CBS, CBR and CBE are called compound (imitation) chocolates. These chocolates are chocolate-like but cannot be termed as pure chocolate by FSSAI's definition and fall under proprietary foods.

In India, representations have been made to FSSAI for allowing CBE to be added at 5 percent level, which is under consideration. The Indian chocolate industry needs to have in place legible declaration on the labels to differentiate imitation chocolates from pure chocolates. ■





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# Flour Analysis for Assessment of Enzymatic Activity

By Rudolf Strätker

The flour's baking capability depends upon its enzymatic condition (formerly described as diastatic force) and its starch quality. Starch breakdown enzymes are of particular importance in bread bakeries.

The beta-amylase in the dough forms the maltose necessary for the yeast fermentation. It is sensitive to heat and, consequently, becomes inactive relatively quickly during baking.

The alpha-amylase, in comparison, is very heat insensitive. For this reason, it is able to continue a breakdown of starch for a relatively long period during the baking process (starch liquefaction).

The extent of the starch liquefaction continues to be determined by the starch quality. Consequently, rye starch already gelatinizes at approximately 50°C, whilst wheat starch granules, because of their different structure, only begin to gelatinize at a temperature which is 10 – 20°C higher.

On this basis, the rye starch is subject to a longer enzymatic breakdown which can lead to a weakening of the crumb structure to a greater or lesser degree. With very high enzyme activity this can result in a considerable impairment of the crumb elasticity.

The characterisation of the enzymatic activity and the starch properties of the flour, therefore, is a very important component of any routine flour analysis to assess its baking capability. This applies in particular to the quality rating of rye flour.

The maltose and fall numbers, amylogram and dextrin values of the flour are used for the assessment of its enzymatic activity.

The fall number and amylogram value also provide the master baker with further information about progress of starch gelatinization and the liquefaction triggered by the flour's own enzymes. In particular, these analyses are of very great significance in years with wet harvests.

## Maltose Number

The maltose number as a gauge for

the maltose formation capacity provides insights into the raising power of the flour.

### Analysis method

The enzymes are left to act in a flour-water mixture at a temperature of 27°C for a period of one hour. After this period, the maltose quantity that has formed is then measured.

The maltose number is the difference between the total maltose and the maltose already existing in the flour. This figure is stated as a percentage and refers to the dry weight of the flour.

### Practical notes

With the maltose number, the baker can make a direct deduction of the flour's raising power. After all, the yeast can only form leavening gases if it has fermentable sugar as nutrient – e.g. maltose – at its disposal. This is why the gas production capacity rises as the volume of maltose increases.

If the maltose number is too high, however, this is an indication of excessive amylase activity and commencing sprouting damage.

Rye and wheat flour can be placed in groups as follows according to their maltose number:

### Rule of thumb for processing

Flour is low in maltose in years with dry harvest periods. Additional storage for longer periods also decreases the flour's enzyme level.

Help against possibly occurring baking errors (e.g. small volume or poor browning) in this case is best achieved using a high enzyme baking agent.

Guideline values for wheat and rye flour of types 550, 997 and 1150

Low maltose number	Normal maltose number	High maltose number
<ul style="list-style-type: none"> <li>Rye: under 2.5 %</li> <li>Wheat: 1.0–2.0%</li> </ul>	<ul style="list-style-type: none"> <li>Rye: 2.5–5.0 %</li> <li>Wheat: 2.0–3.0 %</li> </ul>	<ul style="list-style-type: none"> <li>Rye: over 5.0 %</li> <li>Wheat: 3.0–3.5 %</li> </ul>
<ul style="list-style-type: none"> <li>Low-enzyme flour</li> <li>Low rise</li> <li>Small baking volume</li> <li>Short fresh-keeping</li> </ul>	<ul style="list-style-type: none"> <li>Normal enzyme activity</li> <li>Good leavening</li> </ul>	<ul style="list-style-type: none"> <li>High-enzyme flour</li> <li>High-raising</li> </ul>

The maltose number of whole grain flour lies around 0.5 – 1 % higher than that of standard types of flour.

**Fall Number**

Using the fall number, the baker can deduce the enzymatic condition of the flour, in particular its alpha-amylase activity.

**Analysis method**

A flour-water mixture is heated in a boiling water bath to determine the fall number.

During this, a starch paste is formed with differing consistency depending on the amylase activity.

The fall number is the time in seconds that a standard agitator needs in order to penetrate this paste completely (ICC-Standard Nr. 107).

Guideline values for wheat flour of type 550 and rye flour of types 997 and 1150:

<ul style="list-style-type: none"> <li>High fall number                     <ul style="list-style-type: none"> <li>Wheat: over 320 s</li> <li>Rye: over 180 s</li> </ul> </li> <li>Low maltose number                     <ul style="list-style-type: none"> <li>Wheat: 1.0 - 2.0 %</li> <li>Rye: under 2.5 %</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Medium fall number                     <ul style="list-style-type: none"> <li>Wheat: 250 – 320 s</li> <li>Rye: 120 – 180 s</li> </ul> </li> <li>Medium maltose number                     <ul style="list-style-type: none"> <li>Wheat: 2.0 - 3.0 %</li> <li>Rye: 2.5 - 5.0 %</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Low fall number                     <ul style="list-style-type: none"> <li>Wheat: under 250 s</li> <li>Rye: under 120 s</li> </ul> </li> <li>High maltose number                     <ul style="list-style-type: none"> <li>Wheat: 2.0 - 3.5 %</li> <li>Rye: over 5.0 %</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Low enzyme activity</li> <li>Delayed fermentation</li> <li>Low rise</li> <li>Small volume</li> <li>Poor browning</li> <li>Lack of flavour</li> <li>Low freshness retention</li> <li>Tendency to dry crumbing</li> </ul>	<ul style="list-style-type: none"> <li>Good leavening</li> </ul>	<ul style="list-style-type: none"> <li>Increased enzyme activity</li> <li>Rapid fermentation</li> <li>Slackening dough</li> <li>Low fermenting stability</li> <li>Moist crumb</li> <li>Inelastic crumb</li> </ul>

**Rule of thumb for processing wheat flour**

<b>High fall number, low maltose number:</b> <ul style="list-style-type: none"> <li>Use higher enzyme-active baking agent</li> <li>Soft dough, not too cool</li> <li>Longer dough resting</li> <li>Increase baking temperature</li> </ul>	<b>Low fall number, high maltose number:</b> <ul style="list-style-type: none"> <li>Use emulsifier-enhanced baking agent</li> <li>Use freshness enhancer</li> <li>Use low or non-active enzyme malt flour</li> <li>If necessary, shorter kneading time</li> <li>Shorter dough resting and proofing time</li> <li>Possibly cool and firm dough preparation</li> <li>Reduce baking temperature</li> </ul>
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**Rule of thumb for processing rye flour**

<b>High fall number, low maltose number:</b> <ul style="list-style-type: none"> <li>Use higher enzyme-active baking agent</li> <li>Soft dough, not too cool</li> <li>Longer dough resting</li> <li>Increase baking temperature</li> </ul>	<b>Low fall number, high maltose number:</b> <ul style="list-style-type: none"> <li>Greater fermentation of rye flour</li> <li>Shorter kneading time</li> <li>Shorter dough resting and proofing time</li> <li>Possibly cool and firm dough preparation</li> <li>Reduce baking temperature</li> </ul>
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**Determining the fall number**

The greater the amylase activity, the quicker the starch paste becomes runny so that the agitator can lower in a shorter period of time, i.e. with a small fall number.

**Practical notes**

High fall numbers generally go hand in hand with low maltose numbers. Important baking consequences can be deduced from this relationship:

The amylogram values are taken into account as well as the maltose and fall numbers for the assessment of rye baking capacity.

The fall numbers of whole grain flour are generally a little lower than for standard types of flour.

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**Amylogram**

Amylographic analyses serve to establish the swelling behaviour and the gelatinization properties of the flour. They are mainly used for assessing the baking capability of rye flour.

Amylogram maximum temperature	Maximum viscosity	Fall number	Baking ability	Practical notes
under 63 °C	under 300 AE	under 120 s	unsatisfactory	<ul style="list-style-type: none"> <li>• High amylase activity</li> <li>• Sprouting damage</li> <li>• Dough softening</li> <li>• Wet-baking</li> <li>• Baking-off crusts possible</li> <li>• Intense browning</li> </ul>
63–68 °C	300–600 AE	120–180 s	good	<ul style="list-style-type: none"> <li>• Normal leavening</li> </ul>
over 68 °C	over 600 AE	over 180 s	still good - satisfactory	<ul style="list-style-type: none"> <li>• Low amylase activity</li> <li>• Post-stiffening dough</li> <li>• Low raising power</li> <li>• Unsatisfactory leavening</li> <li>• Dry-baking</li> <li>• Lack of flavour</li> <li>• Poor browning</li> <li>• Tends to crack</li> </ul>

**Analysis method**

A flour-water mixture consisting of 80 g flour with a moisture content of 14 % and 450 ml distilled water is heated steadily from 30°C to above 90°C in the amylograph's rotating measuring pot. In the case of wholemeal, the weighed material amounts to 90 g with a moisture content of 14 %. The viscosity progress of the suspension – i.e. development of its viscosity – is recorded in the form of an amylogram. Its highest viscosity is the amylogram



viscosity stated in amylogram units [AU]. The respective maximum temperature is stated in °C.

**Practical notes**

The temperature rise in the flour-water mixture is approximately comparable with the temperature progress on the inside of the bread crumb during baking.

The amylogram therefore provides conclusions about the baking properties of the flour.

In the case of wheat flour, the gelatinization temperature is generally higher than in the case of rye flour. For flour of types 550 and 1050, the maximum should not lie below 350 AE and the gelatinization temperature should be at least 77°C if a good baking result is to be achieved. 400 AE and 80°C are recommended for wheat whole grain flour.

Wholemeal and whole grain milling products are distinguished by low amylogram values and gelatinization temperatures.

**Rule of thumb for processing**

Rye flour with high enzyme activity	Rye flour with low enzyme activity
<ul style="list-style-type: none"> <li>• Increase souring</li> <li>• Use dough stabilizing baking agent</li> <li>• Increase salt addition slightly</li> <li>• Reduce water addition</li> <li>• Shorten kneading time</li> <li>• Process direct and preferably somewhat cooler</li> <li>• Shorter fermentation</li> <li>• Higher initial baking temperature</li> <li>• Bake for a little longer</li> </ul>	<ul style="list-style-type: none"> <li>• Increase water addition significantly</li> <li>• If necessary, use baking agent with higher enzyme activity</li> <li>• Use baking agent with swelling agent</li> <li>• Work dough longer</li> </ul>

**Dextrin Value**

The dextrin method was developed by Lemmerz in 1957 and provides valuable help in the assessment of the enzymatic condition of rye and wheat flour.

**Analysis method**

To determine the dextrin value, 2.5 g of the grain milling product is mixed well with 0.42 g standardized dextrin and 250 ml of water. The mixture is placed in a water bath with its temperature set at 20°C. After 14 hours reaction time, the flour-dextrin-water mixture is filtered and the clear solution mixed with a potassium-iodine-iodide solution. The colour of the filtrate is compared with a special colour scale and the dextrin value read off according to the corresponding colour.

**Practical notes**

Low dextrin values go hand in hand with low enzyme activity in flour. In comparison, high dextrin values indicate high enzyme

Rye flour or whole rye		Wheat flour or whole wheat
9–10	Low enzyme activity	9–10
11–14	Optimum enzyme activity	11–13
15–17	Increased enzyme activity	14–16
over 18	High to very high enzyme activity	over 17

activity. In particular, the treatment of commercial flour with special enzyme preparations can be proven very easily with the dextrin method. Any such enzymatic treatment is very difficult to prove using the fall number.

*The author is the MD of König Laminiertechnik GmbH. He is a Food Technologist with 35 years experience in bakery technology.*





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# 'Jam' of a Business

With more and more people showing their preference to go for products that are organic and low on sugar content, there are now new opportunities to start ventures dealing in fruit jams and jellies to cater to the new breed of consumers

By Jyotismita Sharma

When the Greeks first prepared jams many centuries ago, little did they know that this spread would one day become an inseparable part of daily breakfast for people around the world. The sweet taste and the blast of fruity flavours that the use of this spread in a slice of bread or a doughnut or in a sandwich brings to the mouth can delight the young and the old alike. Moreover, the search for convenience food, especially in urban areas, have also increased the usage of spreads like jams, jellies, marmalades and preserves manifold. The rise in disposable income among a large section of the population in India has also contributed to the increase in demand for jams and jellies and other spreads.

According to a recent report by global market research firm TechSci Research, the India spreads market – which is dominated by jams and sweet spreads -- is forecast to reach \$527 million by 2022.

The market is expected to witness robust growth on the account of changing consumer tastes, expanding middle class population and increasing demand for tasty food products, said the report titled "India Spreads Market By Type, By Point of Sale, By End User, Forecast and Opportunities, 2012 - 2022".

Other noteworthy market drivers include increasing health consciousness, stressful and hectic lifestyles of working class population, lack of time to cook traditional meals at home coupled with increasing demand for packaged food, the findings showed.

The research showed that the northern and western regions of the country cumulatively account for a majority share in India's spreads market on account of increasing awareness for healthy breakfast, rising consumer spending on ready-to-eat food items, and presence of comparatively higher number of tier-I and tier-II cities, which are the major demand generators for spreads in India.

Furthermore, growth in the organised retail and e-commerce has also improved the visibility and

availability of these products in the market over the last few years, thereby, increasing the overall awareness about these products among consumers.

"Spreads market in India is surging at a robust pace, as these taste enhancers are gaining popularity across urban as well as rural consumers in India," Karan Chechi, Research Director with TechSci Research, said in a statement.

"Further, to promote the benefits and generating awareness about spreads, most of the leading players are investing heavily in developing marketing strategies and introducing products with new innovations like organic spreads, fruity additives, etc. These moves are expected to translate into continuance of the current growth trend being witnessed in India spreads market, over the next five years," Chechi said.

In 2016, India spreads market stood at \$211 million, TechSci Research found. This market is projected to grow at a compound annual growth rate (CAGR) of over 16 per cent, in value terms, during 2017-2022 to reach \$527 million by 2022.

Jams and sweet spreads dominate the India spreads market, predominantly on account of growing awareness about the nutritional values of honey as compared to high-fat and sugar-based products and increasing demand for organic and healthy products, the research showed.

## First Steps for a Start-Up

As the demand for fruit jam is huge in India, there are now enough opportunities to start a jam business in the country. One does not need huge capital to start a jam business, but it is critical to understand how big is the demand of the product in the area that one wants to target. The key is to carve out a niche in the crowded market. One way to quickly make a mark in the spread market is to come up with a new flavour and to make the product as healthy as possible. This is especially important in view of the fact that there is now greater health consciousness among the





consumers. More and more people are now looking for products which are organic and also low on sugar content. So the key to take on the giants which are already running successful businesses in this growing spread market is to offer unique products which can be called healthier than other available options. While creating such a product it is important to keep in mind that the taste of the product is not seriously compromised. All these efforts, however, may not yield the desired results if the price is not competitive.

### Major Players

Some of the major players in the India spread market are -- Hindustan Unilever Limited, Dr. Oetker India Pvt. Ltd., Dabur India Limited, Mapro Foods Pvt. Ltd., Agro Tech Foods Limited, Britannia Industries, Cremica Food Industries Ltd., Mala's Fruits, Gujarat Cooperative Milk Marketing Federation Ltd., and Patanjali Ayurved Limited.

### Preparation and Shelf-Life

Jams can be prepared from any suitable fruit or a combination of several fruits. It can be prepared from both fresh and dehydrated, frozen or fruit juices, fruit pulp, fruit juice concentrate or dry fruit. The fruit pieces or pulp or puree need to be boiled with nutritive sweeteners – namely sugar, dextrose, invert sugar or liquid glucose – to a suitable consistency. In preparing fruit jams, a gelling agent called “pectin” is generally used.

Pectin also helps jams to solidify. While the use of pectin may be unavoidable, it is better to limit its content as much as possible as pectin only substitutes fruit content.

It is not difficult to identify if a mixed-fruit jam is prepared well. If the jam has even consistency without any distinct pieces of fruit, a soft and semi-jellied texture that is easy to spread but has no free liquid, has a bright colour and a good fruit flavour, it is likely to be of good quality. The Food Safety and Standards Authority of India (FSSAI) requires that jams should have flavours of the original fruit (s) and should be free from burnt or objectionable flavours and crystallization. It requires that fruit content in jams should not be less than 45 percent, except where fruit is strawberry or raspberry where it should contain not less than 25 percent fruit. Besides fruit content, the quality of the fruits used in preparation of jam is a key determinant of the jam quality.

Normally, jams need not be stored in a fridge. It is better to keep them in a cool, dry place. Frequent change in temperature can quicken the spoilage of jams. With change in temperature – from cool to warm and vice versa – the moisture in the air tends to condensate inside the packages which helps harmful moulds to grow. One should be able to safely consume jam as long as the quickest expiring ingredient the product is mixed with lasts.

It is not difficult to understand when one should be wary of consuming a jam. The first sign of spoilage can be seen in the liquid that forms on the top of the product. The jam then become darker in colour and consistency becomes thicker. As the product deteriorates further, it gives off an unpleasant odour which is then followed by an unpleasant flavour and then mould. Once mould develops, the product must be completely discarded.

What is interesting to note is that jams and jellies have stood the test of the time. People never seem to get enough of these taste enhancers and they seem to be always ready to try out new flavours. The increased acceptance of convenience foods and bakery items has only increased their appeal further.

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# Mayonnaise: A Versatile Condiment

With the teeming numbers of urban Indian consumers of post-modern age with busy lifestyles, who are having less and less time to prepare elaborate and tasty meals at home, and with perceptible improvement of economic indicators among middle class India due to significant enhancement of disposable incomes during the last decade-and-a-half, it seems quite natural that the Indian food service industry is growing at an impressive rate. It is expected to thrive in the near future, and with it the market of condiments is also expected to prosper.

The role of condiments in today's food service industry cannot be over emphasised. They can be added to the dish or can complement the dish. Though condiments in themselves are seldom partaken, but they play huge roles in adding value to the quality of dining experience. Mustard, tomato ketchup and mayonnaise are some of the important condiments which are playing a significant role in our present day Indian food service industry.

Though their definition may vary, with some definitions of condiments even including herbs and spices in their ambit, but about their importance there is hardly any dispute.

## Condiments to Thrive

The shift in modern Indian palate towards global dishes has also contributed towards giving a fillip to the Indian condiments market. "The deep penetration of international dishes like pastas and other noodles has boosted the regular consumption of sauces and ketchups across all ages," stated a Technopak report on the Indian food processing industry. And this trend is only expected to gather momentum in the years to come.

Euromonitor International in its report titled Sauces, Dressings and Condiments in India, observed that busy lifestyles prompted time-crunched consumers such as working men and women in urban India to look for easy solutions such as cuisine-specific ready mixes with detailed instructions on how to cook them on the product packaging.

According to the report, facilitating this trend was the growth of the middle-income consumer base, growing disposable incomes and growing numbers of nuclear families. In addition, high aspirations for food apart from the daily norms such as other Indian regional, Chinese and Italian cuisines, helped sauces, dressings



and condiments business to grow in the country during last few years. The situation in urban India has hardly changed in this regard during the last two years.

Akshay Bector, the Chairman and Managing Director at Cremica Food Industries Ltd., rightly believes that "Without scale and experience in the local market it is difficult for players to make a mark in the Indian condiments business."

Moreover, with the growth in demand for condiments in India during the recent years, the competition in this segment has also increased. At the same time, during the last decade, there has been a significant enhancement in the numbers of discerning consumers aware of global food & beverage trends in the Indian food service industry, which together necessitates the players in the Indian condiments business to become even more quality conscious than before.

One can say that without placing a huge premium on the quality of condiments and snacks, the players operating in this segment of India's food & beverage industry would find difficulty to make their niche in the competitive market in the long-run, a market now teeming with increasing numbers of discerning consumers and clientele.



**Akshay Bector**

The passionate entrepreneur is optimistic about the future of condiments business in India, but he laid great emphasis for the industry to become more quality conscious in order to effectively cater to the fast evolving consumers.

**Made for Mayonnaise**

In the Indian condiments market, mayonnaise comprises an important segment. Without mayonnaise, your burgers and pizzas are likely to lose much of their taste. It can be

a great accompaniment while savouring fried vegetarian and non-vegetarian dishes. Mayonnaise was possibly the fastest growing table sauce in India. "Mayo market in India has been growing at a steady pace. It is now entering a phase of maturity and with the entry of an array of new players competition in this sphere is becoming intense," said Bector.

According to the report named India Mayonnaise & Salad Dressing Market Outlook, 2021, published by Bonafide Research & Marketing Pvt. Ltd., the mayonnaise and salad dressing market is emerging as one of the rapidly growing, dynamic markets in the food services sector in India. The report observed that due to the increasing standard of living and changing lifestyle, the demand for sophisticated taste in meals was becoming a growing trend in the food industry in India that was making a positive impact on mayonnaise and salad dressing markets in the country.

According to the same report, India's mayonnaise and salad dressing market is predicted to increase at a CAGR of 24.72 percent over six years. The research report stated that India's mayonnaise & salad dressing market was growing with a CAGR of 21.54 percent from last five years and

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was projected to triple by 2021 due to growing trend of international food, brand awareness, increasing disposable income, growing demand among middle class people and increasing numbers of international food chains in the country.

According to the market research company, Canadean, the mayonnaise market in India is expected to reach Rs.1000 crore by 2020, which is a three-fold jump in six years.

Cremica Food Industries is an important Indian company in the already crowded mayonnaise market of the country, and among the multinational players, Dr. Oetkar, a Germany-based company with more than hundred years of legacy behind it, is a huge mayonnaise player in the country's food service industry.

Globally, Dr. Oetkar is renowned for producing baking powder, cake mixes, dessert powders, ready desserts, yogurts, frozen pizza, and muesli.

Delhi-based Dr.Oetkar India Pvt. Ltd. has an array of mayonnaise under its ambit. They are Mayonnaise Veg, Mayonnaise Classic, Mayonnaise Green Mint, Mayonnaise Tandoori, Mayonnaise Garlic, Mayonnaise for Burger, Mayonnaise Diet, and Mayonnaise Olive Oil.

Here it deserves a mention that in December 2008, Dr Oetker bought Delhi-based Fun Foods, the makers of packaged food products such as mayonnaise and sandwich spreads. The move seemed to give a huge impetus to the revenue growth of Dr.Oetkar India.

Veeba Food Service Pvt. Ltd. is also a major player in this segment. The company has developed multiple variants to suit the Indian demand.

The company also manufacture eggless

mayonnaise along with ketchup, sauces & dips, pizza & pasta sauces, dressings, mustards for the same market segment.

### Vegetarian Mayonnaise is Popular

As India has a huge population of vegetarians, vegetarian mayonnaise can have great demand in the Indian market. Already eggless mayonnaise is dominating



the India's mayonnaise market along with its various variants. According to the industry sources, the sales of eggless mayonnaise does account for around 80 percent of the overall mayonnaise sales volume in the country.

"Mayonnaise is well suited for the Indian market; Cremica has developed vegetarian mayo, which is unlike egg-based mayonnaise being sold all around the world. This is a very different product and its consumption will rise with time," proffered Bector. The Vegetarian Mayo Squeeze Pack of Cremica Food Industries is developed to make it easy to store and portable for its consumers, which in these times of increasing demand for user-friendliness, can give the product an additional market edge.

"In the realm of mayonnaise, we have launched some exclusive flavours in the Indian condiments market namely butter mayo, basil pesto mayo, English cheddar mayo, etc. These are useful in creating exclusive sandwich, pizza, pasta, burger, wraps, etc. Our mayonnaise products have been widely accepted in the industry," explained Bector.

Overall, one can say that the present day socio-economic environment of the Indian food service industry with its QSR segment slated to grow impressively, is just ideal for the established and emerging players in the mayonnaise segment to thrive. However, innovative quality, diversification in terms of offerings, and pocket-friendly prices seem to be the primary decisive factors behind the enduring success of the various mayonnaise players operating in India's food service industry, in the years to come. ■

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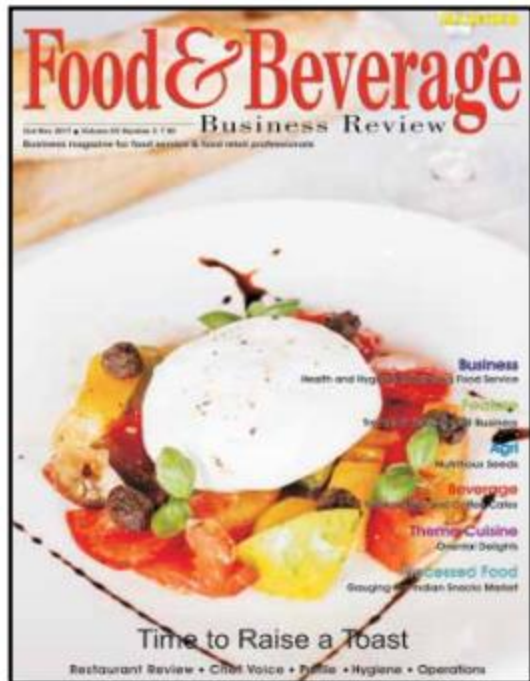
ECO energy design full load resistance is active only the 55% of the baking time in the kwik-co oven. Connectivity The E-FUTURE control panel means it can connect to the internet via the SALVA LINK program and be controlled from any mobile device.

**Salva Group**  
**sandeep.chanana@salvagroup.net**

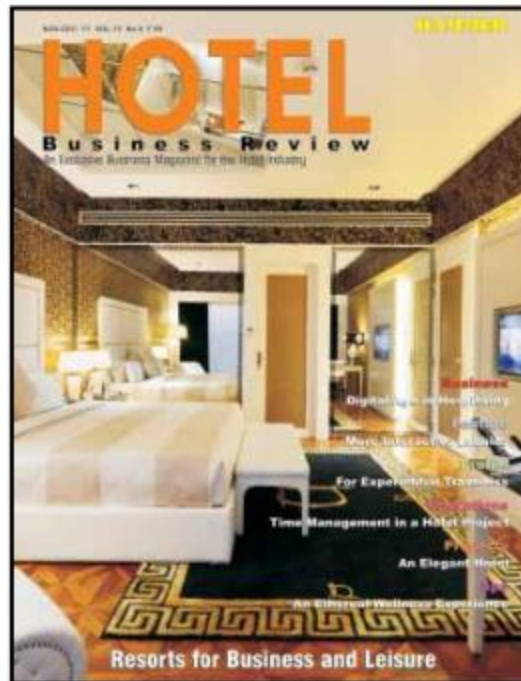
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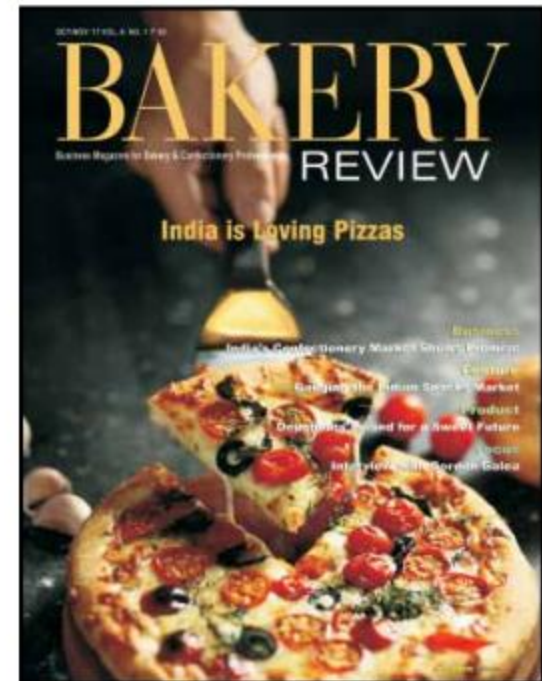
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**Bakery Review** - a bi-monthly magazine provides the latest information to the professionals seeking knowledge of the fast changing Indian Bakery & Confectionery industry. The magazine offers in-depth information on the issues that largely affect the bakery business in India. 'Bakery Review' explores the new growth areas and latest developments in the baking industry. The magazine focus on the trends and developments in the Commercial & Retail Bakeries and Foodservice industry along with allied industries like Milling, Dairy, Snack food industries.

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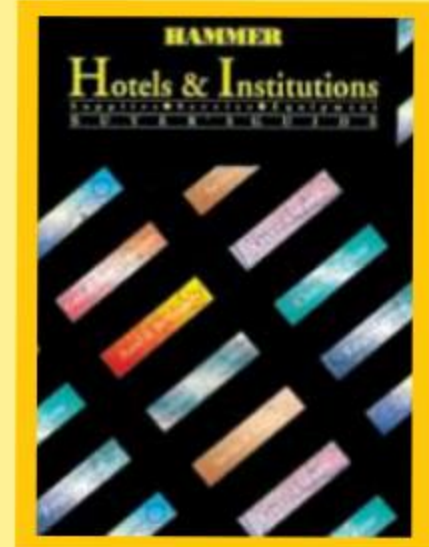


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# Passionate to deliver the Best Products

Chef Anees is the man behind StarAnise, a patisserie, viennoiserie and boulangerie at Bandra, Linking Road, which offered and served a repertoire of French desserts, jams and bakery items. He has now opened the very successful StarAnise café's serving innovative & exciting bakery products. Chef Anees Khan graduated from IHM Chennai in 1997 and went on to join the The Leela group. Later he moved to Fairmont Chateau Lake Louise, Alberta, Canada, as their Chef De Partie. Anees also worked with leading hotels - Hyatt Regency Mumbai, The Kempinski at Tanzania, JW Marriott Cairo, Egypt, Six Senses, and Oman in the capacity of Executive Pastry Chef. In 2010, he returned to Mumbai to pursue his dream of setting up premium Catering & Hospitality Company. He set up Star Anise Fine Foods & Leisure Pvt. Ltd. (SAFFL).

## What is/are the current trend/s in India's bakery industry?

Blending Indian flavours with French & European baked goods and desserts. The use of organic & natural colours is also on an all time high as more Indians are health conscious and are making serious efforts to eliminate harmful laded colours and additives from being added into foods. Another trend which is still making heads turn are Indian mithai integrated into western desserts.

Value added bakery products introduced in the market, busy lifestyles, western influence and ever changing food habits has led to strong demand for bakery products in India, this trend has made bakery an exciting career option

## How did you become a Pastry Chef?

Always wanted to be in the hot kitchen but I was destined to be a pastry chef. My first professional stint was at the bakery of The Leela Mumbai. The first year went by without any interest as I still harboured chances of getting transferred to the main kitchen. There was a sudden influx of western pastry chefs at The Leela and we were all stunned into disbelief by the standards and the presentation of patisserie and baked goods these chefs brought with them. Any more leftover dream of working in sweat in hot kitchen dissappeared, made peace with destiny and seriously worked to be a pastry chef from then on

## Who are your idol/s, that is who all have inspired you?

Swiss Executive Pastry Chef Beat Loeffel &

our next German Pastry Chef Gregory Pfaff left a lasting impression on me with their culinary skills and creativity. They are my teachers and for me they are still the best in the business

## What are your hot selling bakery items?

In breads we make a lot of herbed focaccia & French brioche, the authentic way. We have mastered the art of French plated desserts for huge outdoor gatherings and they are a rage at the moment

## What is your favourite tool? Why?

It has to be my Japanese microplane, a mini pocket weighing scale and pastry tweezers. I love to have a dash of lemon or citrus zest in most of my baked goods, it gives so much character to the baked dish. Microplane is an amazing fine grater.

The mini pocket weighing scale gives me the most accurate readings when I am curating my molecular desserts. Tweezers help me garnish my desserts with edible flowers, gold waraq and petit chocolate & gum paste garnishes

## What are the challenges a Bakery Chef has to face in his/her job?

The quality of staffing is a big concern. There's not much you can do as an entrepreneur besides training new staff, teaching them the nuances of fine patisserie over and over again. When they leave, the process starts all over again with the new staff.

Ease of doing business needs to be relaxed as far as compliances are concerned. The process of obtaining licences needs to be transparent & simplified

## What do you like about your job?

The aroma of a freshly baked bread, the creativity that a chef develops and the passion to deliver the best of the products to my clients make this an ideal job for me

## What is your strength as a Pastry Chef?

I understand the marriage or pairing of ingredients well. This is very important when you are creating something. I never give up when somethings don't work in my favour. I have a great team and they say I am a good mentor. This itself is a great motivation for a chef & entrepreneur like me.

## What is your working philosophy?

A chef is as good as his ingredients. Always treat your ingredients with respect and half the battle is won. Temperatures are the most vital factors when baking, it's imperative to follow recipes to the T

## What are you passionate about besides baking?

Love travelling, watching Netflix series and cooking Sunday lunch for my family

## What are your dreams?

To expand Star Anise to newer cities. To start a bakery training institute for the underprivileged kids and make them self sufficient in life with skills and good attitude

## Lastly, what is your mantra for success?

There's no short cut to success. Only hard work, patience and a great team will lead you to success



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