



FEDERATION OF ALL INDIA CATERERS

# FAIC

NEWS

VOLUME 5 | ISSUE 06 | MARCH 2022

POST-PANDEMIC

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## The Financial Walk to Stability for Catering Business

**A** warm welcome to each of you who is reading the March edition of the prestigious FAIC magazine, and I am humbled to see the way the Catering Industry is surviving through the challenges posed by the Pandemic.

I personally believe that Food has always been a point of happiness and togetherness for people around the world. Amid the pandemic, we all are aware that many of the restaurants, hotels, catering agencies were facing the far end of closing down. Still, they held on and that is what I appreciate – your courage to move on.

Now, as we begin the New Year 2022, we must realize that the Business is open to a lot of opportunities and also challenges. The challenges are hugely caused because of the massive disruption of normal business. Additionally, a large proportion of the Catering Industry woes have not been addressed by the concerned Lawmakers in an optimal way. Yes, they have reduced the burden on taxes, but still, no significant financial assistance or waivers of loans have been done. If it was executed, then surely the caterers of various cities and various sizes could have managed their losses.

This is where I as the President think of the next solution. We cannot be grumbling always about the mistakes that others do. Instead, I request my fellow members of the All-India Catering Industry to rethink how you can move forward. We need to keep aside our traditional ways of doing business, rethink our menus, and work in a cost-effective manner.

With the public going back to the party mode slowly, the business will surely spring back, but the way it will be carried out will differ. Be ready to understand the changing demands of people and keep your catering menus minimal, so that costs and service can be balanced for this one year.

Please understand that 2022 is the year to survive and get back on your feet, so work accordingly. Everyone needs to cooperate and think beyond for a successful catering business.

**Narendra Somani**  
President, FAIC

“Catering Industry can surely get back on track with the right mindset to adapt to changes”



## HOSPITALITY FINANCIAL MANAGEMENT: AN ART TO MASTER

I am truly pleased that the Federation of All India Caterers is working strategically to revamp the catering sector in the most sustainable manner. As you know for the past decades, the food industry has been the backbone of events, parties, weddings, and numerable social functions in India. If good thoughts need to develop, there should be good food and great service. This 2022, in my outlook the focus of the catering industry should be on how to stabilize the business into a normal, and steady level. For the upcoming business that you obtain, make a comprehensive plan to generate money to cover the losses incurred during the pandemic.

We have as an industry, earned a reputation of serving our guests very well. So, still, you need to upkeep the standards, but do not be extravagant. I request all my fellow members to change with the latest trends, use more technology, and update the menu in a cost-effective manner. If the past menus called for more oily food and gravies, today our party guests are health conscious. So, make sure that you prepare a minimalistic menu card that promotes more good health, safe and secure cooking measures, and sanitized ambiance. We all wish to make the catering industry run normally soon. With not much support from the Government, we have to find new means to sustain. Once you are able to manage the loans, then you can be choosy on what type of customers you need.

For now, sailing the business through tough waters is a must. Train your staff to adapt to changes, have a modern mindset. I earnestly look forward to seeing a positive comeback for the catering industry this year. As you know, slow and steady wins the race.

**Kirit Budhdev**  
Secretary, FAIC

“The hospitality can boost back with a strong financial plan strategy and a diverse menu palette”



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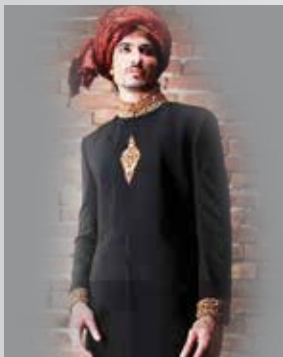
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UP TO A  
RESILIENT  
CATERING  
FUTURE**

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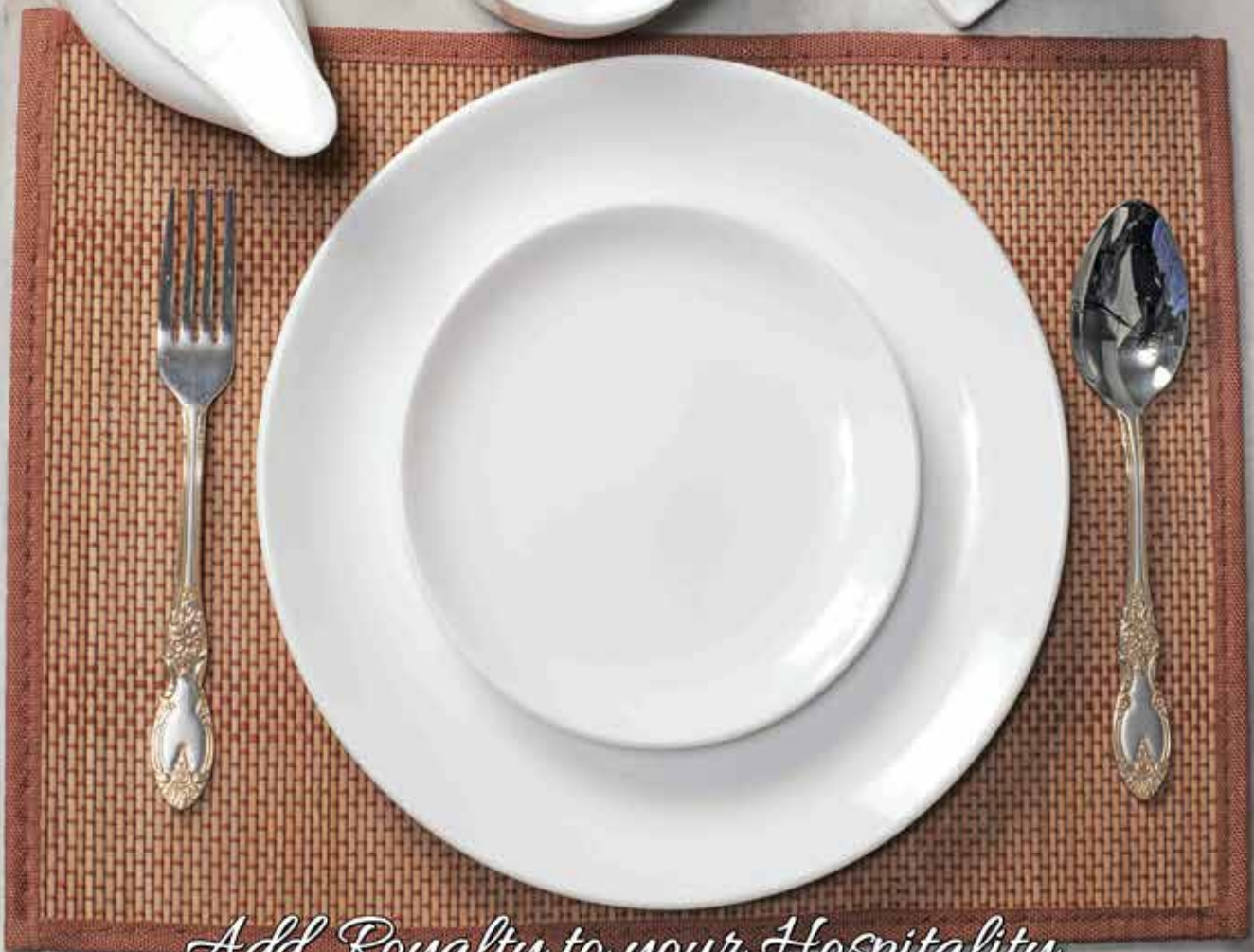
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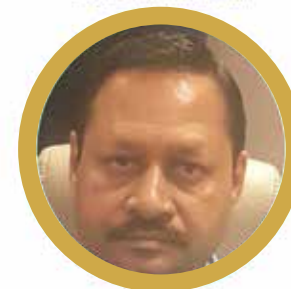
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**Post-Pandemic**

# Billing up to a Resilient Catering Future



Seems like the Epidemic has packed her bags off, but the impact has left a deep wound within the Food Industry. For this, Survival is on the Agenda and experts evaluate the Pathway needed to be taken for the same.

**S**imply put, this is all about Food! However, from an eagle eye's view, the Catering Industry is another world that works hard to fulfill the joy is a basic necessity - Meeting our Hunger Pangs in the best way possible. The March Edition is one of a kind as each of the pages will dwell on the deepest worry of each Indian restaurateur, hotelier, chef, kitchen owner, and of course, the caterers all over India. This time, the magazine opens out on the various thoughts on how the Catering Industry, or rather the Food Industry can attain Financial Stability in the Post Pandemic Era.

Haven't all of us heard of a simple saying? – We are what repeatedly do. How true isn't it? If you are the one who does the typical 9-5 job, well great, you are systematic and earn a monthly income. If you are an entrepreneur, then you are dynamic and love breaking the norms to get your business to new heights. Now, come back to the Catering, Restaurant, Beverage Industry.

Food is a culture and we doubt if there is any culture as vibrant, resilient, and as interesting as the Indian food culture. To be part of this gastronomic Whirlpool of recipes, innovations, events, diets, and the

varied connections with the society on a multi-level basis is what makes the FAIC so special.

It is holistic encompassing the essence of the love for food making, serving, and celebrating life with delicious mouthfuls. Having said this, our caterers have been at the backdrop of every auspicious moment in most people's lives. Still, on a sad note, the miseries that this tribe encountered during the Covid Pandemic have not been heard. But do we have to linger in the past or the actions that were created by the illogical discussions of political parties? We don't think so.

Every problem has a solution, and we just need to go past our fears and seek solutions. So that is where we can help you. Get insight, and get back on your feet in the Post-Pandemic period.

In this edition, we have put on the thought bubble on how this crucial situation can be overcome. Having spoken with various culinary experts who have made their mark in this scenario, we have outlined how people in the Catering industry should be prepared for the next step in 2022.

To begin the change, all each of us need a change in perspective on how we handle business, how we look at life, how we wish to serve customers,

how trained we are in this industry, how equipped we are mentally and physically to face the uncertain situation, and most importantly – to have the go-getter attitude to come out the pandemic situation in a planned manner.

## **WHERE IS THE FOOD & BEVERAGE INDUSTRY STANDING TODAY?**

You could be recollecting the nationwide lockdown that struck shock in each of our lives when you think about the Catering Livelihood. In fact, it affected every sector badly and led many lives into disastrous situations. Here, we can break down one where the Food and Beverage Industry was left stranded during the epidemic outbreak and today where this industry stands.

Did you know that if we chew on all the facts and figures on the food business, it will surprise at the massive amount of change, innovation, and even food cult makeovers that have come within India?

It is huge and to understand the gravity of the catering industry, we need to introspect the larger picture. With the pandemic in full force, people have understood the real

meaning of the simple pleasures of life. Here, food tops the list.

With nowhere to go and heavy restrictions imposed on daily movements, people found their love and peace in the tiny parcels of hot food that reached their doorstep. That is how the Food industry manifested the needs of people.

The Food and Beverage Industry has never died down during the Pandemic. In fact, the same of this arena has only plummeted in leaps and bounds. The latest statistics showcase that by the year 2025, India will be the largest consumer market in the food consumption category.

There is a lot of scope for caterers to build their customer base in the coming years. Although the opportunity is huge, the benefits of such a huge market can be earned only if the catering owners are ready to prepare catering plans that match the young generations.

This is where the investment, research, and planning have to come forward in 2022. In fact, the Government has taken a step ahead to set up a \$20 million Global Food Park in Punjab and even more food parks will sprout in the near future.

The growth scales are positive and do not be deterred by the present situation. We know that no situation is permanent and so this phase of tension and stress will pass. If you have become the sweet apple of a consumer during the Pandemic days, we know that you will survive and move past the post-pandemic time also. People love good food, with neat packaging and great service.

If the Catering Industry has to survive in the Post Pandemic time period, the present situation needs to be considered, it is very important that each of the members of the catering industry gain financial stability. With a lack of funds, it will be difficult to expand and venture into new ideas. In 2022, as per the catering gurus in India, the focus should be getting orders that can

be fulfilled well within your budget. Keep your profit margin low, hire only necessary staff, use cost-effective means of production, packaging, storage, and logistics.

Once a decent money inflow has been generated, then every catering entrepreneur can work its way to capture the huge market that awaits this industry. As long as the love for food exists, you will have a market, but for now, stability is what every caterer in India should think about.

## **DOES THE INDIAN BUDGET HAVE AN IMPACT ON THE CATERING INDUSTRY?**

The time keeps running and the hospitality sector has been anxious about the effect of the pandemic on the business. Most of the catering owners have downsized their business to avoid more losses. With hardly any wedding and event orders to fulfill during the lockdown, the situation was pathetic.

Over the past two years, the key players in the food industry have presented the requests and challenges faced by this sector. Though remedies were promised, it has not been done in full effect. It is true that the nation is huge and attending to each of the industry's issues seems to be a hurricane task.

But, still, the voices of more acclaimed industry players have been given notice. The catering industry is a family of passive business families who has entered the profession with a love to do service and earn decent profits from it. In this case, this stressed sector, its allied segments have not earned the benefit of sufficient attention.

It is true that long-term loan relaxations have been made, but that will not help most of the small-sized caterers and home-based food institutions to survive this post-pandemic period. The Union Budget has very well mentioned that they have initiated moratorium extension of the connected schemes and even comfortable debt restructuring.

One of the most appreciable aspects of the Budget is the ECLG extension. It is a great approach, but still not a fruitful solution to a long-term solution. The relief can be seen as placing an ice pack on a wound. The moment the ice pack is lifted – the pain hits back in double force! The extension is only for a short period, and small caterers may not be able to recover in this short while.

It is true that this will help the new age food industry players and even the tourism industry. But the caterers who fall in the traditional segment of the business will have to gasp a bit more. This is why this Edition focuses on awareness to change the way the catering business should be carried on in 2022.

The owners need to stick to minimally styled celebrations that follow the trend of the clients. Earn sufficient finance to repay the loans and the motto should be to make

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worth Global Food Park to be set up in Punjab and food parks will take shape in the near future

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## **WHAT SHOULD BE THE MOTTO FOR THE FINANCIAL COMEBACK OF THE FOOD & BEVERAGE INDUSTRY?**

Revival is what you need to concentrate on in 2022. Be it a five-star restaurant or a food truck business, each one will have to revive their prominence and customer base

from their levels.

With over two years of consecutive losses in the food, travel, and tourism industry, there have been severe mishaps in the connectivity, income flow, industry scope assurance on the whole. Now when the time has come for a comeback into business, most entrepreneurs are faced with issues like:

- Depleted Infrastructure
- Rising Costs
- Lack of Skill
- Low Communication
- Fear on taking contracts



- Restrictions from Society
- Mounting Debt
- Unnecessary political interventions
- Insufficient Funds
- No Real-Time Insight on Trends in 2022

The issues listed above are to be considered, as they form the basis of why the Hotel industry has depleted rapidly. Whether you have made crores or lakhs in the past, the picture in the Post Covid time is not the same.

Most of the restaurants have to start from scratch, as they will have to start from where they had to drop their business all of a sudden. This is where a financial comeback is necessary. Get back out into the industry to change for the new clients. To survive and revive with new food ideas is mandatory – if anyone needs to survive in this niche.

## **KEY DECIDING FACTORS IN CATERING INDUSTRY IN 2022**

To understand who will run the food industry show, you need to place yourselves at the consumer end.

Figure out:

- Who are your consumers for 2022?
- What do they want?
- What is their lifestyle mantra?
- What is their disposable income?

There are a ton of new restaurants popping up at every corner of the Indian streets. It's because they know where to pull the strings of simple food making. You too need to get a hang of it.

In the past two years, a lot of studies have been done on this area of business. Those who have adopted the new techniques fast are the ones who will excel in their business.

**Who are your consumers for 2022?**

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Understanding where your real customer base lies is crucial to the business. Today, if you are a wedding and catering company, understand the locality, state, and general trend of the people who approach you. Have they differed from the ones who approached you earlier?

**What do they want?**

If it was party food in the past, today food lovers are out to try Desi flavors with a healthy touch. People want to try new dishes that are healthy, yet tasty and have an element of junk flavors in them. So, those who head over to experiment with such recipes, are the ones who can succeed. For your starters, the regular chaat can be switched over with the Mediterranean twist. Experiment before serving always!

**What is their lifestyle mantra?**

In the past two years, people have become aware of what needs to be enjoyed like food. They love simple, healthy foods that are void of tastemakers. The packaging and plating of a dish are equally given importance. Caterers, who go minimalistic, serve neat, well-packaged foods, will rule the industry.

**What is their disposable income?**

Another factor is the amount of money they can afford. People now spend less, like health and medical care are given priority. The Food lovers of 2022 do not mind spending more on value-based food products. So, give value. Even if you make a dal tadka with rice, arrange it neatly, with salads, serve with a fresh juice and see how they love the simple pleasures of eating comfort food – even at a party.

**STRATEGIC MEASURES THAT WILL REFLECT SUCCESS IN THE COMING MONTHS**



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**Top-Notch Service**

Serve with care and personalized touch. Listen out to what the requirements are and customize your service accordingly. Building relationships is what helps any business to revive back.

**Creativity**

Use your creativity to bring forward a new, healthy, tasty menu and wedding planners for the guests.

**Health Matters**

Today, people value their health the most, even during celebrations. So, see that your ambiance is clean; the food is fresh, wholesome, and organic. Make sure that the staff is also well-prepped to show the same importance for cleanliness.

**Safe Packaging**

Pack well. With fear on Covid still hovering in our lives, no one

wants an open platter. Use stylish packs with disposable cutlery for every catering event. If that is not possible, make sure the glassware and steelware are kept under hygienic conditions.

**Lean Management**

Keep your working systems simple and lean. Use minimal staff and depend on machines for production. Do not overstock and manage the funds as per the orders that come by.

**ON A FINAL NOTE**

Keep your senses open to new changes. By a change, we mean from all perspectives in Catering Business. Even if you are a traditional business, make use of the trust that the customers have placed in you for years. Like we have suggested above, work on your technological skills, revise your menu list, and train your staff to serve better.

Go beyond what our ancestors taught us, blend in the flavors and business theories of our cultures, and see the magic you can create on your next platter. ●



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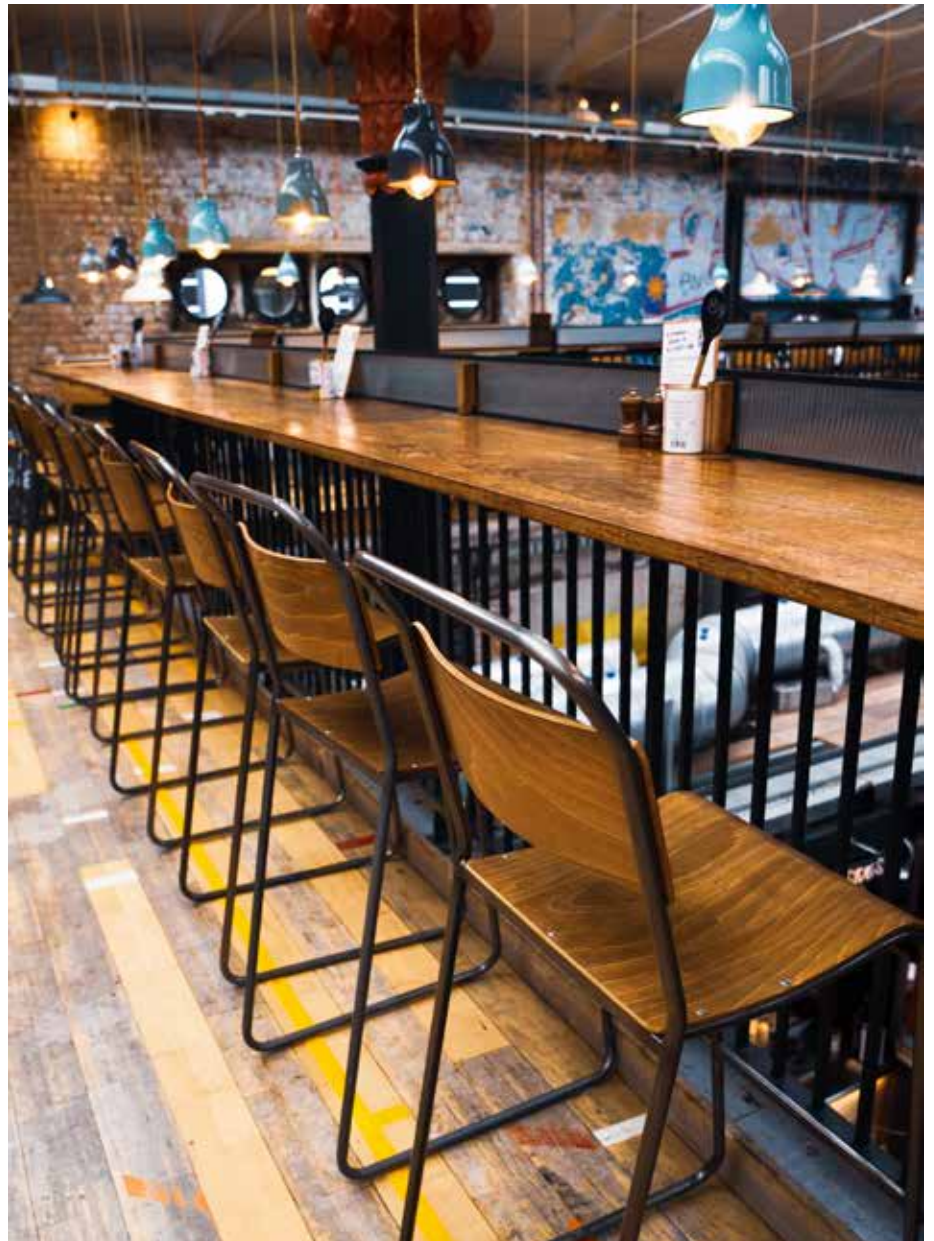
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# Hospitality Union Budget 2022

## STRIKES MIXED FEELINGS

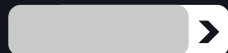
Taking a reflection of how the Hospitality Industry expected the Budget to create a positive turnover in India and regain the lost sheen that the pandemic has caused on the industry.

One of the most awaited announcements in India is our Indian Budget. Looking at it from the perspective of the Hospitality Industry, the Budget was a deciding factor to many of the catering and hotel entrepreneurs. Although the best was expected, we have found that the least decisions have not made



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an impressionable mark to help this industry to the fullest.

Based on the evaluation of the industry game-changers, some of the vital aspects seemed to be a mixed bag in the industry. They would include the following red flags and a few relief measures too.

## LIQUIDITY PROVISION

The Hospitality Industry had suffered a lot trying to make ends meet during the two-year span of the pandemic. In fact, statistics show that about 1.3 billion loss in revenue has been suffered already in this industry. However, the Budget did not seem to show any relaxation or immediate fund support to the citizens involved in this field. Most of the key players in the hotel industry have suggested that if liquidity was given, it would provide ease for the caterers, and restaurants to pick up from where they have stopped.

## ECLG

The Emergency Credit Line Guarantee or the ECLG has undergone some considerable change. It has been decided that the Emergency Credit Line Guarantee has expanded the coverage to about Rs.50,000 crores and the time period is until March 2023. This in fact has been received with loud applause, as that offers a breathing space to get back on track for the food and beverage industry. More than the rural areas, this will help the urban enterprises that have had additional expenses in the two-year period.

## LOANS

Though liquid funds were out of the frame of discussion, the government has clearly understood the need for finances for the hotel industry. For this purpose, they have facilitated the interest free loans that will help



The Budget was futuristic and therefore appreciated. However, from a larger point of view, a revival strategy could have been devised for the gasping food and beverage industry, so that the post-pandemic phase can be managed comfortably.

restaurants and various catering groups to get back into the industry with sufficient finances.

## WAIVER

Most hospitality industry players have voiced their opinion that no clause has been made to reduce their debts, and even tax relief has not been allotted for the pandemic period. With the increasing overhead cost, employee expenses, utility expenses and many other unexpected dues, the government could have considered a slight waiver and addressed this matter effectively.

## REVIVAL

The aim of the post pandemic period should have been revival of the industry, especially the hospitality and tourism industries. Though few measures have been taken, still many feel that the decisions are not completely in their favour. If monetary assistance was allotted it would help all caterers and hotels of various sizes to revamp their lost business. ●

# Present Day Challenges & Repercussions for Restaurants

To run a restaurant or a catering and event company is surely not a cakewalk. The risk and success points are equally scattered. However, today the pandemic shift has caused more hurdles. What are the food entrepreneurs facing today?



**B**usiness is meant to have its ups and downs in life and the pandemic taking the main role in disrupting lives, today, the Hotel Industry has to face a lot of challenges and repercussions. Most of you in the industry must have faced the onslaught. Still, we advise hoteliers to have a third eye on the hurdles that are thrown their way.

Well, with our analysis, the homework has been done. Check the red flags that have bothered the Food industry to more contracts, bookings, and scaling their revenue.

### **STAFF HIRING**

The right staff can take your business to the next level. Unfortunately, with the covid, and lockdown lifestyle, most of the skilled teams have closed, resigned, not been paid, or moved to other jobs. This makes staff hiring a huge challenge for the hotels today. Without the right skills, the work will not just get in order, you may get the orders running. Plus, inexperienced staff can be a wreck to your expenditure cycle too.

### **RAW MATERIAL COSTS**

Within a period of two years or so, the costs of food, raw materials, packaging, logistics, laws, taxes, and almost everything related to the hotel industry have risen. This means that expenses have increased, and there are insufficient funds for timely procurement. Plus, with so much competition from cloud kitchens, lowering the price levels will affect the profit margins of the company.

### **MARKET RESILIENCE**

The lack of skill, technology know-how, education, and use of the latest marketing trends will pull back the sales of the catering industry. Today, if the existing restaurant owners, caterers, and hotel businesses are not



Resilience to the challenges posed to the Hotel and Catering Industry is the ultimate comeback solution in the post-pandemic era.

well versed with the post-pandemic trends, then it will be difficult to exist. With more cloud kitchens, food trucks, ready to eat foods in the markets, people love to try new, and budget-friendly products rather than going to the hotel and dining out. It is advised that more lever production systems, technology-based delivery systems, and unique menus will make the hotels more resilient and capable of changing situations.



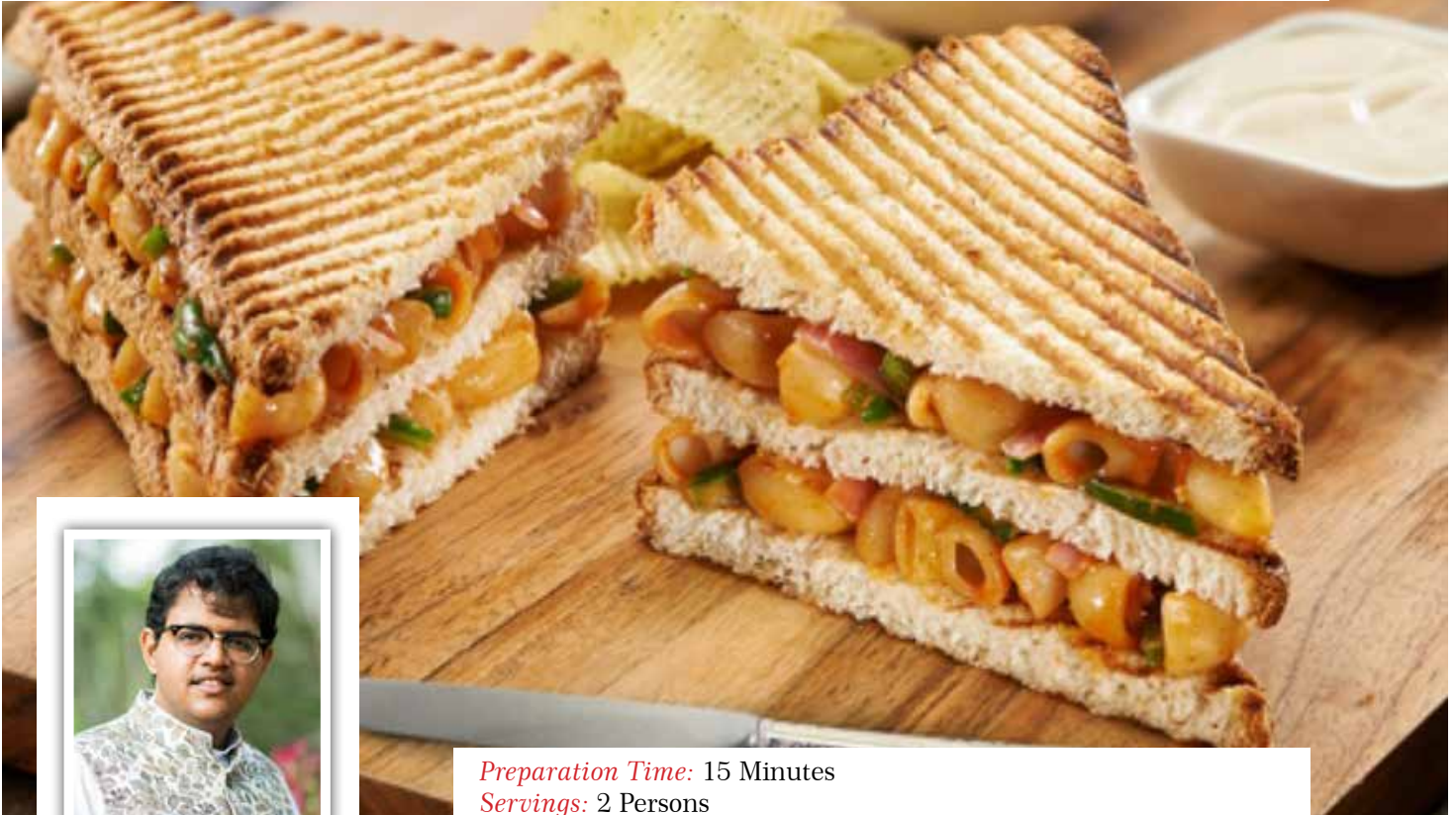
### **OPERATIONAL GAPS**

With a huge gap of not working, most of the machinery, utensils, and kitchen systems would have deteriorated in quality and efficiency. Hoteliers would have incurred huge expenses to oil, clean, disinfect the premises before starting the business afresh in 2022. That cannot be added to the consumer bills and even cannot be given as a reason for not being able to pay taxes. Though this loss is not permanent, the numbers are pretty high and small catering companies with age-old machinery will find it difficult to exist.

### **IMPERATIVE CUSTOMER EXPECTATIONS**

With more awareness of health, safety, cleanliness, good eating habits, the modern age customers ask for different event demands, which are often very difficult for caterers to procure. Still, to keep business going, some do. Instead of listening to all demands, it is advised that you offer simple, clean menus, sanitized spaces, and most importantly good customer service. It will help rebuild credibility for your services. Then, that would leverage your orders and you can apparently, customize the business accordingly. ●

# Super Easy Cajun Pasta Sandwich



**Bhavin Atul Mehta**

*Preparation Time:* 15 Minutes

*Servings:* 2 Persons

*Meal Type:* Breakfast/ Brunch/ Evening Snack/ Quick Dinner Recipes

A new-age breakfast/ brunch recipe that cheese lovers can make in minutes. The recipe has been crafted by Bhavin Atul Mehta. He is a well-acknowledged chef, certified CA from the Culinary Academy of India; trained at Taj Krishna, Hyderabad. He has been awarded a gold medal in the North Indian category by the Association of Catering Professionals, Hyderabad. Want to meet him? Find him crafting wonderful platters at events as he is at present associated with Atul Caterers, Hyderabad.

## Recipe Ingredients :

- Eggless Mayonnaise: 1 cup
- Chilli Flakes: 1 teaspoon
- Mixed Herbs: 1 teaspoon
- Black pepper powder: 1 teaspoon
- Salt to taste
- Onion powder: 1.5 teaspoons
- Garlic powder: 3 teaspoons
- Paprika powder: 3 teaspoons
- Lemon juice: 1 teaspoon
- Capsicum: 1 medium-sized one diced small
- Spring Onions: 50 grams
- Milk: ½ cup
- Boiled Pasta: 300 grams
- Bread: 4 slices
- Butter: 100 grams
- Cheese Slices: 4 numbers
- Pickled Gherkins: 1 number sliced thin
- Black Olives: 12- 15 numbers sliced
- Pizza seasoning: 1 teaspoon

## Recipe Procedure :

- Slice the gherkins and keep them aside
- Clean and finely chop spring onions and keep aside
- Heat a pan, add little butter and sauté the chopped capsicum and leave to cool in a bowl
- In a bowl, add mayonnaise, chili flakes, mixed herbs, pepper powder, salt, onion powder, garlic powder, paprika, lemon juice, capsicum, spring onions, and mix well.
- Now add little milk into the mayo mix and stir until you get a semi-thick consistency.
- Now, add the boiled pasta and mix well.
- Spread butter on the bread slices, spread the pasta filling evenly.
- Add a cheese slice and top with gherkins and sliced olives, pizza seasoning, and top with another cheese slice.
- Top the filling with a buttered bread slice and grill in the griller
- Once done, take out, slice into triangles, and serve hot.

# Skilled Labour Shortage Makes F& B Industry Weak

Labour is the force behind the success of every industry and that holds true in the food and beverage industry too. However, skill shortage is a huge concern in the post-pandemic period. Let's see how bad it is for the business holders.



**L**abour is for real, guys and that is why it matters a lot to have the right skilled labor. Whatever be the business you cater to, labour cannot be ignored. In the case of the hotel and tourism industry, the pandemic has deeply affected the labor aspect of the business. Today, with the closing of events and functions, many skilled people have strayed into other

streams of income.

So, back to our question: Had the F& B Industry gone unsteady with this lacuna?

To a large extent, yes it has gone unsteady, but no moment is forever. Still, let's explore what has caused the shortage in the skilled workforce.

**Technology:** A huge factor; that seems to cause fear, uncertainly, and lack

of awareness within this industry. Though most of the skilled workforce within the food industry is well-experienced, they are not open to new changes. With the pandemic coming into full force, technology has helped the business to scale up. So if the staff is not trained or tuned to change according to the demands of the customers, then there are chances that such workforce will dwindle.



Upskilling is the order of the day, and adapting to the new trends will fill the gaps in the existing F&B industry.

**Pay:** Well, in times of difficulty, and when business tends to show in the downward direction, the money flow will reduce. Of course, for existence, people will shut down their businesses for the time being. In the meantime, the staff will seek other jobs. Now, in the post-pandemic life, when the catering companies and restaurants seek to reopen, it is difficult to find the skills needed. This is a huge problem and many foods and catering entrepreneurs are facing the dilemma at present.

**Realistic expectations not made:**

With the market down for a period of two years during the Covid-19 pandemic, people have been resting at homes. Those, who have gone back to work, now find it difficult to work overtime and under tiring work conditions like before. This is simply because they fear the spread of disease and health. On one side, the business owners also make sure to take business and event contractors and maximize the profit by placing workers for long hours of work. With the monetary frustration building up, realistic income levels have been forgotten and the human factor is not considered.

**On a Winding Up Note:** It is difficult for the industry, the restaurant owners' at large, the catering industry, and of course, everyone involved in this. But the shortage of skilled labor can be fixed with new mindsets and taking each step into business thoughtfully.

No one can make profits overnight and that has to be understood by the staff and the owners. If the staff has gone away from your workforce, understand what drove them away and maintain good relations with such people.

The pandemic may continue or not is the issue. The way on how to tackle workforce issues business and the mind to adapt to changes is what we should be ready for. ●





for a little more enjoyment in life.

## DISRUPTING THE INDIAN BUSINESS ECOSYSTEM

Since tourism and travel have been reduced to a large extent, it has led to a lack of sales. That is an extended reason why hospitality, destination weddings, and other events in our society have come to a temporary halt. This in turn has brought a negative effect on the catering, food, and restaurant industry. Additionally, with International travels, the whole situation had gone haywire.

## UNCERTAINTY

Since the industry never knew the extent of the damage, they kept waiting in patience. That moved the business from bad to worse. In the past year, there have been many hotels and caterers that shut down due to no business, and mounting expenses for the upkeep of staff, machinery, licenses, and other miscellaneous expenses. Slowly, the ones who have survived are trying their best to supply the existing demand and have redefined the way the business needs to work.

## EXCESSIVE FINANCIAL ISSUES

Many of them have been stressed with excessive debts that have



With unpredictable situations, the pandemic effect has caused significant disruptions in the hospitality industry

caused huge problems for the hospitality industry. Alongside, the catering industry has got very little financial assistance or relief from the government, adding more fire to their woes.

## THE RETHOUGHT PROCESS

- Recovering from the silent mode in hotels is next to essential
- To realign the business goals with the present situation will help the catering industry and restaurants survive the issues.
- Minimize the impact of the operation with more stringent

control of cash flows, and stock only raw materials as required.

- The introduction of software tools that help to guide business owners with a more systematic revenue management system is crucial for the hospitality industry to get back on foot.
- Adapting to the new ways to sell the products and services should form the basis of future plans.
- More cost-effective menu cards, and cost control techniques to reduce expenses should be brought forward.

## WINDING UP

It is time to get up from the silent mode in hotels. We know the track is uncertain as the virus may take several forms before it winds down. Still, none of us can wait for the good days to come back in full glamour.

Humans have learned to change through grave situations in life and this too will pass. Lingering on the past will not solve, instead, it is great if do your best to join hands, support fellow members of the hospitality industry and cushion the pandemic effect in the most suitable manner. ●



# What's Buzzing in the CATERING INDUSTRY 2022?



A fantastic sneak peek into what your end-user needs and the business community should undertake to help this sustain and grow in 2022

**W**hat's your resolution this time, dear restaurateurs? Is it the survival or expansion of your business? Well, whatever you step into, it is worth taking an eagle's eye view of the present trend that is creating smiles on many top chefs in India. The idea behind the trend is to live the expectations, yet survive even during the post-pandemic period.

You could be next if you follow the food business trend! Join us, as never run of innovative ideas to help the hospitality changemakers upscale

their business in India.

## **HEALTH IS THE NEW BUZZ**

You bet! People have embraced healthy food eating this pandemic, as they value their lives more than anything else. Be it your traditional chaat, make sure you add a touch of good quality fresh herbs to re-lift the concept of roadside snacking, to healthy snacking items. For those, who serve non – vegetarian foods, introduce more baking foods as your audience is sure to ask for more.

## PLANT-BASED MENU

Of course, India is the land of butter, curd, ghee, and other milk products on one side. Yet at the other end, the Vegan hype is sprouting worldwide. With the pandemic lifestyle, people have become aware of other diets and love to explore them too. If hoteliers and online restaurants are ready to diversify and serve vegan products, the market is bound to notice your culinary expeditions.

## GO LOCAL

With the lockdown, food lovers found a heavy shortage of imported food products. That allowed them to dwell back into traditional, healthy raw materials and food products. India is a land of tropical goodies and there are so many grandma recipes that people would love to have during weddings and other events in this post-pandemic time.

## INDO FUSION CUISINE

If the work from home policy is going in full swing, then people have more access to a lot of knowledge

The idea behind the trend is to live the expectations, yet survive even during the post-pandemic period.



of various cuisines from around the world. For instance, there are so many fusion burgers from McDonald's. Similarly, the hotel industry also can rediscover Indian tastes and merge with foreign recipes.

## NO WASTE POLICY

This is a strict policy that all top chefs in restaurants abide by once the pandemic has hit the business. Always prepare the menu card with minimalism in view. Focus on a few dishes that are sure to sell, before preparing a lot of dishes. Serve, wholesome and it can grow as per the demands of your audience.

## MICRO-REGIONAL CUISINE

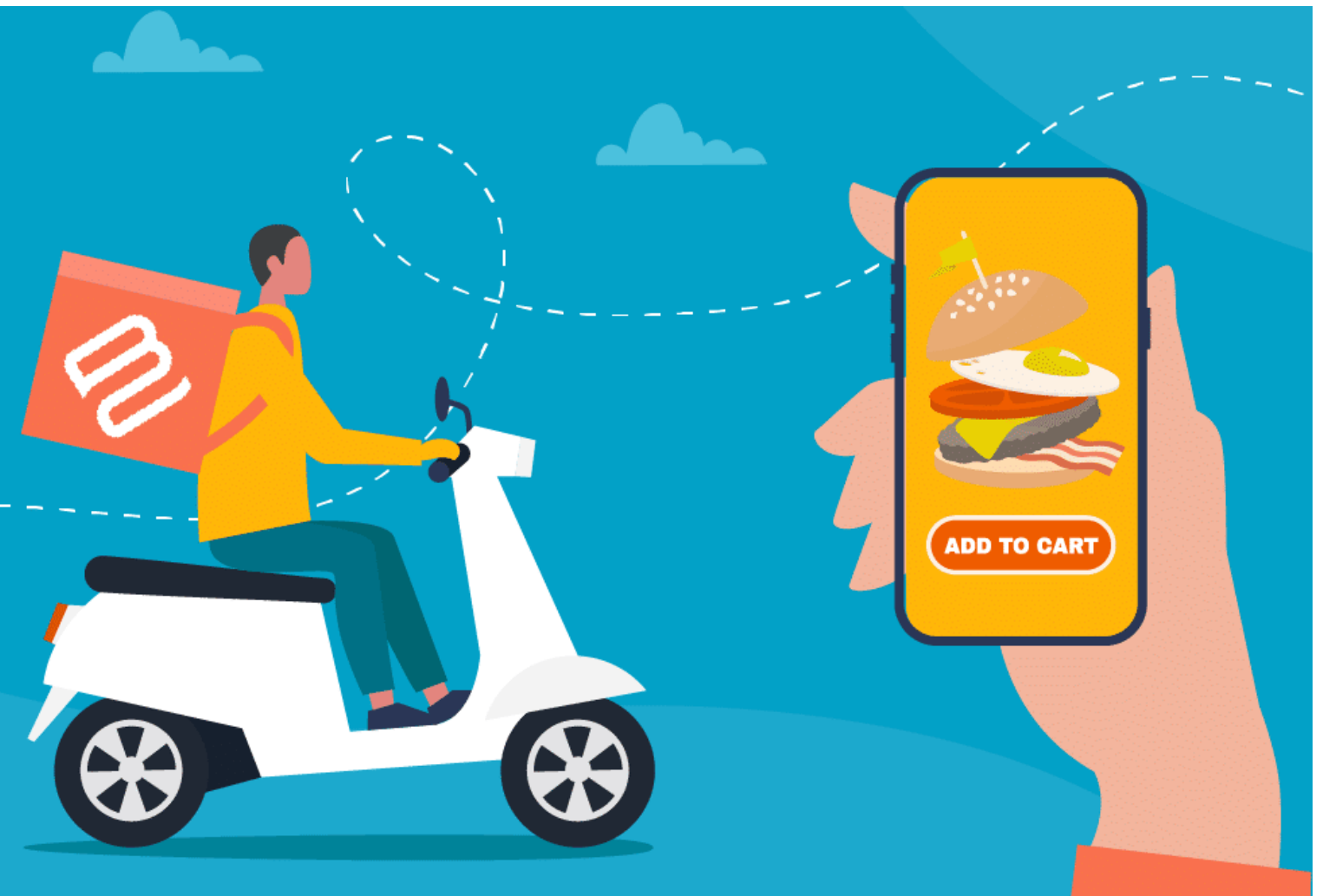
With, more time at home, and less traveling to foreign destinations, people in India have come to love micro-regional flavors now. For instance, by now, there are many cloud kitchens that have helped people in Mumbai taste authentic South Indian dishes, various rare tribal delicacies, and even Manipuri dishes.

The pandemic has indeed hit all of us a hard way, still, it has opened new ways of doing business. We do not need to change the philosophy of the hospitality industry, but a little change can tweak the industry survival rates to a noticeable level. ●



# Online Restaurants in full swing Thank you, Pandemic

Has Online restaurants dried up the Dining Out experience? Are people loving the new normal of online restaurant ordering? Diving into the latest habit preferred by all foodie lovers globally.



**W**e are well aware of the fact that the pandemic has severely caused an impact on the hospitality industry. Such a highly challenging scenario has forced restaurants and various caterers to diversify and think of new mediums of business. That is the online restaurants that have come up and they have boomed like wildfire in no time.

With no-touch and social distancing theories adding to the dilemma, people have preferred to stay at home and enjoy hotel-style food in safety and at their own ease. Some of the reasons why this trend has kicked off successfully can be laid out as follows:

## THE DARK KITCHEN TREND

Well, not dark in reality, however, they are not visible like the well-established restaurants. Sometimes nicknamed dark kitchens and mostly known as cloud kitchens. The chefs and the entire team cannot be seen but contacted only via digital formats. So, basically, you can order via Swiggy or Zomato in India, and they connect with such kitchens to process and deliver the food order. People love the promptness and they know what is being offered.

## END TO FINE DINING

Fine dining is a concept that existed before 2020. Today, even people want to go on a date or a family dinner, they fear the virus. As per the latest Takeaway report, over the past two years, people have even ordered expensive meals and various high-end meals from caterers who cater online. The concept of getting out and enjoying a meal has dimmed drastically, and taken over with fine dining even in their pajamas.



People love the Fine Dining 5-course meals delivered in cute boxes to their homes. The experience is novel and elegant coupled with safe mealtimes.

## AFFORDABILITY

With daily deals to explore, and as many new-age chefs have entered into this mainstream of business, this has proved to be a financially viable e-commerce business for many. Even home chefs like stay-at-home mothers have ventured and given budget-friendly, healthy meals that are prepared only on order. So, the trust value and quality at comfortable pricing is another highlight of online restaurants.

## REGULATIONS

With the plethora of laws and regulations to keep in mind while maintaining a normal kitchen, in the case of online kitchens and restaurants', the rules are there, however not very stringent.

## LUXURY EVEN IN A BOX

Be it an exotic meal with five courses

or a dessert from any corner of the world, online restaurants will prepare and make sure to get it delivered to you. The packaging meddled with the cutlery and leak-proof delivery is absolutely luxurious. People can skip the waiting time as in hotels when they order food at home or even for a takeaway.

## JOYFUL EXPERIENCE

Takeaways bring out the child in you. Who doesn't love the joy of opening a hot tiffin box as it takes you back to your childhood days? Well, that is the kind of childish joy adults, families, children and teenagers feel when they receive each delivered food package with a smile. At a restaurant in the present pandemic case, you are all masked up and the tinker of glasses and chairs is truly a missing factor. Hangouts are gone, so people prefer having home hangouts these days, in their own cluster groups. ●

## CHARCOAL EATS BREAKS STEREOTYPES WITH VEGAN BIRYANIS

In a culturally diverse country like India, our tastebuds have been pampered with over 50 odd recipes just for Biryani – both in the Vegetarian and Non-Vegetarian Sections. Charcoal Eats - a Mumbai based startup has baffled the biryani world with their stunning Vegan Biryani. The idea has been launched by Anurag Mehrotra, Krishnakant Thakur, and Mohammed Bhol since 2015. This D2C venture aims to help non-vegetarians try healthier options to meat without losing the delectable love and flavor for any type of meat-based biryani. The spice mixes and the process has effectively mimicked the taste of any Non-Veg Biryani. The product line includes Jackfruit Haleem, Biryani, Mushroom Truffle biryani, and more. Vegetarians can taste a complete plant-based biryani that replicates the flavors and texture of meat-based biryani. This healthy option is free of MSG and meets the best-in-class standards for sourcing, preparation, and packaging and they use Dhungaar – smoked cooking in all their dishes.



## INAMINUTE INVOKES NOSTALGIC MOMENTS WRAPPED IN AUTHENTICITY



Back in 2020, the founders of INaMinute – Sanjay Agarwal and Vineesh Chadh have aesthetically tapped on the trail of exciting business ideas – a food delivery platform. They just don't deliver anything under the sun, but special gifts that are close to one's heart. Yes, this is truly food-based which focuses on curating the delivery of certain food items that bring back childhood and nostalgic youthful memories.

Only traditional food preparations developed by well-noted labels are brought forwards on this platform. They strongly emphasize that – if an Indian tradition holds an authentic food item that forms an intricate position in life, then they will get it delivered. Only quality-centric brands will be associated with INaMinute.

## STATE PLATE'S RAJASTHANI PAPAD-A PANDEMIC-BORN SUCCESS STORY



The Digital Selling space is fine proof that anything is possible – if you have a will. This is the delectable story behind the birth of State Plate. Thanks to the lockdown, Muskaan Sancheti is the sole brainchild behind State Plate, who sought out automated technological solutions instead of old school marketing models.

This true Marwari-spirited woman couldn't see her lunch platter without the Rajasthani Papad. That led way to State Plate in 2020, with the combined efforts of her friend Raghav Jhavar. Though there were other papad brands, she longed for the authentic Rajasthani papad.

This online store works its way to be an all-in-one marketplace for traditional, difficult-to-source indigenous products like dried foods, papads, pickles, spice mixes, and other grandma snacks.

## OPEN SECRET SPEAKS ON UNJUNKING THE SNACK

Open Secret is a startup that spurred to appreciable heights within a short while. Talk about Women empowerment, and the founder Ahana Guatam has fulfilled her purpose in life by finding light on how to unjunk the Snack element in our food.

This needed a tech-based makeover and overall education to allow mothers to change the diet of school-going children. With Open Secret junk food is no more junk. They use jaggery, nuts, for their snacks, probiotic drinks, shakes, and much more.

Hailing from Rajasthan, where literacy is the lowest, she wanted to create an impact for the future generation to get educated and work on soulful missions that will help India get empowered on the global front in its true sense.



## ASSAM'S FRESHDO PROMISES 10-MINUTE DOORSTEP DELIVERY

Freshdo is a 2019 B2B online supply platform aka startup that promises to give relief to the shopping woes of the people in Assam. Founded by Sahil Huda, Bhaswar Kaushik, and Debojyoti Dey, this platform focuses on delivering fruits, vegetables, and other food products within just



10 minutes of delivery. The founders found an immense surge of orders coming forward once the pandemic brought everyone's movement to a standstill. While most delivery platforms focus on delivering packaged products, they have deviated to serve people all essential and perishable products.

The challenge here is quality and hygienic delivery processes and their dedication has been loved by the people. In 2021, they have earned over Rs 50 lakh turnover and this will scale up further in the near future as per their expansion plans.

## EAT ANYTIME CREATES WONDERS IN INDIAN MINDFUL EATING



India is a multifaceted land where even the smallest village has its own kind a snack to boast upon. However, all these snacks have put the health factor over the edge. For those, who live the modern lifestyle, this could hit their balance of life on the negative side.

That is what Eat Anytime is all about. It has been established by Rishit Sanghvi and his wife under the company Wholesome Habits Private Limited. They have another brand named Mindful. They use daily use ingredients and have designed healthy snacks that people of all ages can enjoy with no guilt or stress on their health. The idea behind Eat Anytime is to beat those hunger pangs but with sensible Indian food solutions. They have set a standard of balanced snacking and that helps them survive the competition.



**Dealers  
Wanted**

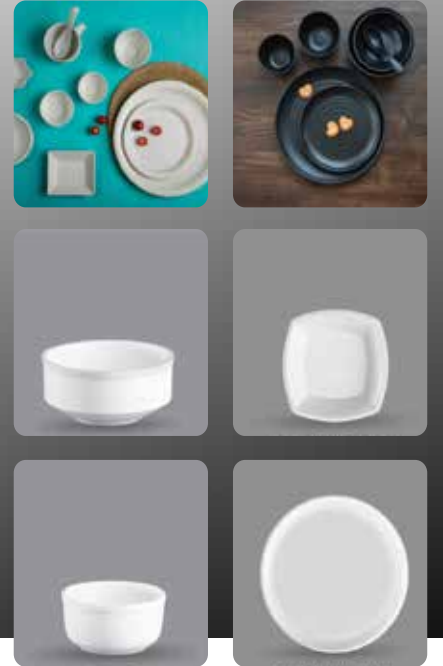
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# What do Diners Expect? Exotic Vs Indigenous Dishes

The fine perception of food preferences has changed a lot over the pandemic time period. Today, customers have understood a simple truth – that Indigenous dishes are better than the hyped Exotic Foods. So, are restaurateurs keeping up with this changing trend?



**W**ho doesn't love their food? We doubt! Food is our connecting factor over weddings, parties, night-outs and the list could stretch quite a bit! Hey, but the fact that our Indian food lovers have fixed their mind on how they want their meals today.

How many of you know what your customers actually want? Well, for a head start, let's begin their newfound love for indigenous recipes, dishes, and food items. With the pandemic and lockdown lifestyle, people have ditched the Exotic dishes and their taste buds have found more favoritism for Indian delicacies.

For example, if you allow them to choose between Continental Pizzas, or the Tandoori chicken and paneer pizza, they would go for the Indian or rather the authentic Desi one. Even if it is the quirky twist, so for the Desi ones, and see how people love it.

So, be it any occasion celebrate, use a touch of innovations, and try fusing in International concepts with traditional recipes to add more robustness to every dish.

With the diversity that India offers, there are so many cuisines offered by each micro section of our society. People today, love a fresh toss for the traditional recipes. With the incredible



The new love is Indigenous lip-smackers. Make sure your menu card holds the traditional flavours with a new twist.

creations with chaats and juices, even health-based recipes, vegan recipes are being created now.

It is necessary that the new-age food entrepreneurs follow the trends and the recipes that are commonly used in weddings. If you can go past the stereotype menu and add a couple of fusion dishes to your event menu card, surely this would attract large crowds.

What could be the reason for this sudden change?

**Lockdown:** One of the major reasons for this is the lockdown itself. If people were previously purchasing imported food products and so-called superfoods

from Western a county that has come to a stop now. With the lack of such western products, people started finding Desi versions of equally good food. That is a major reason why such a love for Indian superfoods has risen.

**Health Concerns:** With work at home, and hardly any exercise, people started clamoring around for foods that are baked, and contain less oil. So, even if you have an event, make sure that health and cleanliness are taken care of in the best way possible way.

**Twisted Flavours:** Due to the Internet, food bloggers, and side hawkers, a lot of creativity has sprouted up quickly. This has left Indian food lovers waiting for not so normal tastes to entice their senses. Moreover, we have many celebrities and global food influencers who have added more soul to simple indigenous dishes. This has added value and the urge in people to try such peculiar dishes like the sub-cultural ones, tribal dishes for events.

In short, the cuisine is contemporary, but the theme is traditional. So, it is good news that our Indian folks are going back into the old roots of cooking and loving the Ayurvedic and traditional food styles of their ancestors. ●





# Breaking down Boons of Food Technological Innovations

Life moves ahead only when you think and perform differently. The same applies to the food industry where technological innovations are raising hopes for fabulous food, catering, and beverage industry revival.

**H**ow many of you love the chaats, samosas, and golgappas that you enjoyed right after coming out from school campuses? Simply nostalgic, right? Well, often we associate food and its related celebrations with special moments in life.

This time, if you want to enlighten the food entrepreneur in you, add a dose of technology and see how you will be able to strike gold in the industry. We will give you a quick walkthrough on the merits of how technological innovations can lift the fallen food industry.

## THE DITCH OF THE PLASTIC

With technology and a lot of awareness about climate and nature, a lot of effort is made to reduce plastic water and paper bills, etc. So, now you can ebook your orders and even get eco-friendly packages that have been welcomed now. With the help of digital printing, it is very easy to build such molds and sell fast.

## HEALTH STANDS PRIORITY

People prefer health over junk food. For this, they opt for fusion recipes, International and Indian-based foods that are made without preservatives, coloring, and tastemakers. To meet this new demand, technology is used to operate novel hydroponics systems, and clean technologies like air fryers help to fry without oil.

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be able to strike gold in the industry. We will give you a quick walkthrough on the merits of how technological innovations can lift the fallen food industry.

## DATA ANALYSIS

With the help of technology, modern food apps and websites are able to understand the inflow of website visitors each minute. The data collected will help the chefs understand whether people like recipes, how much they are ready to spend and also reviews of the whole food experience. It is only through technology such a detailed analysis is possible and opens the way for improvement.

## NEXT LEVEL CUSTOMER EXPERIENCE

Previously, it was just the order and serve model that prevailed in the

food industry. Today, with technology, customers get to enter into food apps, compare, select food as per their budget, use safe online payment modes, and still enjoy food. This is the kind of technological customer experience that people love and prefer over the dine-in style.

## THE CUSTOMER MINDSET IS CHANGING, AND SO SHOULD THE FOOD INDUSTRY

We have always been confronted with plenty of movements like the rebellion movements, green movements, vegan diet concepts, and even healthy diet compilations. Each of these new ideas has come into structure according to the ever-changing mindsets of the people around the globe.

The old-school training within the food industry was fine and perfect for the catering days that started before the 2000s. Today, when we Google every tiny doubt, it is to be understood as our high level of dependence on Technology.

With the post-pandemic life stepping into the limelight slowly, we need to yet face another reality. For over two years, people have shut within the four walls of their homes. This has created a shift in the way they live, eat, mingle, work and think ahead. Even the age-old concept of community celebrations is looked upon with a grunt.

Yes, it is not that they do not like to have all the fun. They just want to enjoy life in their own spaces and that is where technology plays a significant role in everyone's life. If caterers, restaurants owners, wedding specialists in India do not adapt to the technological switch in business, you may lose the existing customers. However, if you change, it may look complicated; but hey, everything needs a beginning. So, move along with the consumer mindset and let your food industry strike back in profits and business just like a pre-pandemic era. This time, let technology play the Good Samaritan role for you. ●



# FEDERATION OF ALL INDIA CATERERS

## MEMBERSHIP REGISTRATION FORM

**NEW**

**RENEWAL**

PHOTO

MEMBERSHIP NO. .... CITY ..... STATE ..... DATE .....

Company Name .....

Person Name .....

Designation ..... Mobile No. .... Whatsapp No. ....

Address .....

Pincode ..... E-mail .....

Local Catering Association Name:.....Membership No:.....

Licence (Any one Compulsory attach copy.)

1. GST No.....2. FDA Food Licence No.....

Membership is Subject to Approval of FAIC Board.

Company is liable to pay Registration fees and be a member of federation. Only one person appointed by the company will be representing the company.

I / We agree to abide by and is bound to follow the Rules & Regulation of FAIC as may be in force from time to time.

Membership Fee of Rs. 3000/- + GST Rs. 540/- for 2 years from 1-4-2022 to 31-3-2024  
is sent herewith by NEFT / Draft / Cash in favour of "FEDERATION OF ALL INDIA CATERERS".

Draft/ Chq./Transaction No.....

Bank Name .....

Date of the Payment .....

**For NEFT/RTGS :-**

Bank : HDFC BANK

A/c. No. : 50200005809234

IFSC : HDFC0001698

MICR : 360240009

Pl. email us the transaction details to verify with our bank and  
to issue the payment receipt

.....  
Applicants Signature with Co's Rubber Stamp

**FOR OFFICE USE ONLY**

**NEW / RENEWAL**

Date of Receipt..... Receipt No:..... Membership No:.....

.....  
Authorised Signatory