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VOLUME 5 | ISSUE 07 | APRIL 2022



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# FAIC

NEWS

VOLUME 5 | ISSUE 07 | APRIL 2022

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“The Pandemic will pass if FAIC thinks beyond to make 2022 a huge success.”

## It's Time to Usher Positive Festivities

**T**ime and time again, we have been able to witness that only pressures can bring out the best in each of us. I, as the President of FAIC, welcome you to another beautiful edition of our information enriched FAIC magazine. In the month of April, we have conceptualized the concept of “Bye Pandemic Blues, Aahar 2022 ushers Festive Business in Full Swing”. This concept drives in the simple message, that it is time to allow festive moments to wrap our businesses and community at large in success, and not a tiny virus.

I strongly believe that every challenge is just the beginning of a new page of achievements. Our country is a land that is blessed with so many festivals and each has to begin and end with the essence of good food, good ambiance, and professional catering services. This is where FAIC and our entire community come into the picture. Our aim should be to let go of the blues and doubtful phases that the pandemic hit upon each of our lives and businesses.

We can bring back the good times and add more hope to the business from where we left off previously. From this month, with the much-awaited Aahar 2022, it is a sign of positivity that our good days are not far behind. I request all the members of FAIC, to stand in unison, bring forward the best of your services, and live above the expectations of your customers.

It is true that technology and our clients have changed their expectations about the concept of festive gatherings. Now it is our duty to adapt and help everyone get together on open platforms without fear and enjoy family and business meetings of pomp, and with no fear whatsoever. Solutions are available in plenty if you have the mind for revival.

I totally trust each of you will meet your fellow FAIC members at the Aahar events and discuss more fruitful plans for the upcoming months so that everyone can grow together in unison. You see, in the olden days – there was a saying - it takes a village to bring a child. Our child is FAIC and all our esteemed members. Each of you is most precious in my eyes and even the Board.

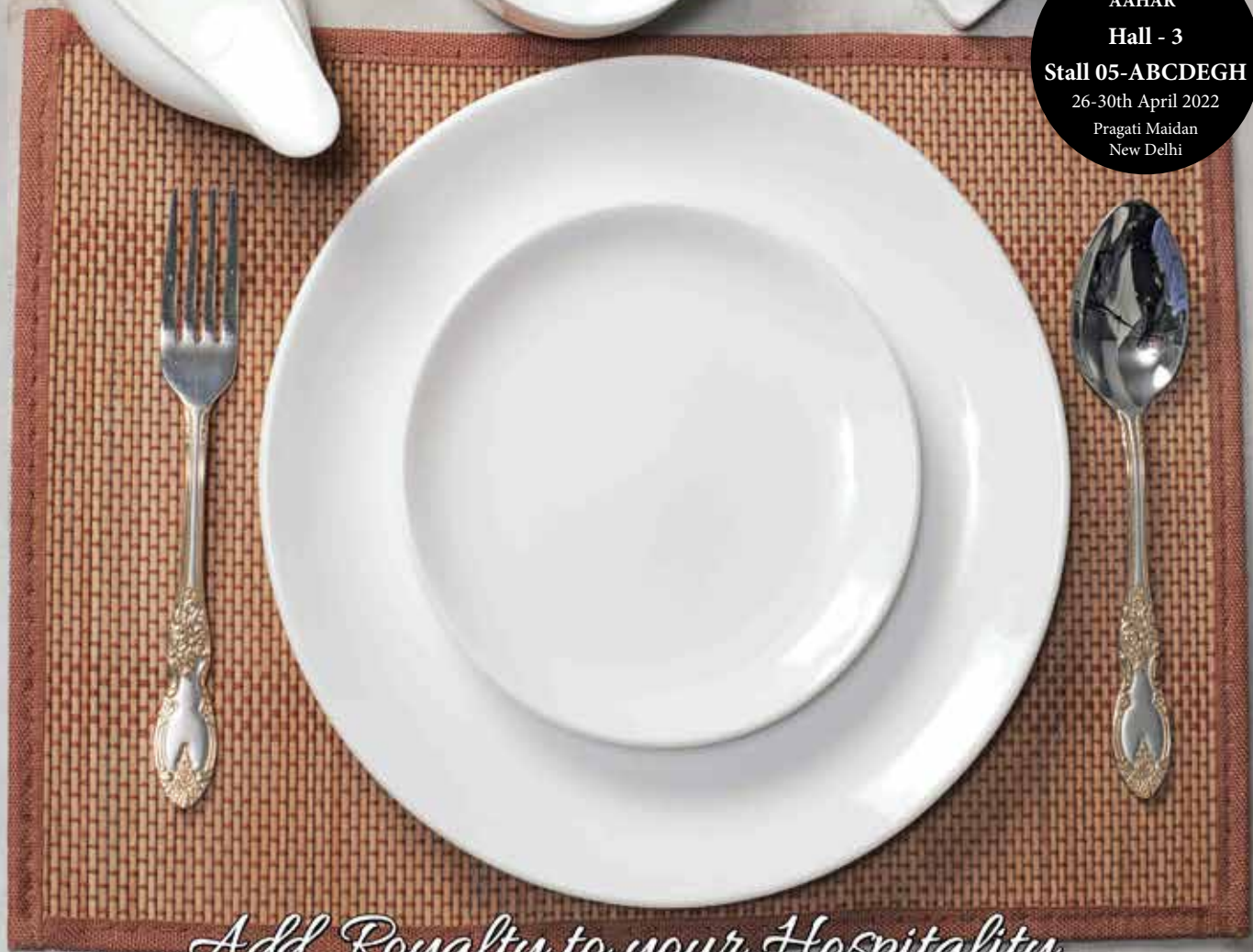
We are hopeful that everyone will come forward with the best of intentions and light up the festive season of 2022 in the best way possible. Change outlooks where necessary, but never stop the fire in you from winning great heights in life.

**Narendra Somani**  
President, FAIC



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“Imitate a difference; study the trends to experience success in the post-pandemic days.”

## AAHAR 2022 – THE REVIVAL CLOUD FOR F&B INDUSTRY

**G**reetings to all the members of the Federation of All India Caterers and each of our prestigious readers I am extremely pleased to present the April 2022 special edition of FAIC magazine. The month of April is full of hope as we stay alert on how the Aahar takes a positive turn in the catering business. It is a fact that the love for food, public gathering, and celebrations cannot die with the coming of a virus. Yes, the pandemic did show an ugly face to each of our lives, however, that has to move. This edition is about bringing hope and awareness that is time that we can get back into business after the pandemic.

While the world talks about revival and as the Indian government takes its time to draft out policies for the catering industry, we have no time to waste. If you remind yourselves, the glorious festive days are rolling out from April onwards and we have the auspicious Aahar, to begin with. Do you know that food brings goodness to the table? This time, we love to see each of our valuable members, chefs, hoteliers, restaurateurs, and the countless third-party manufacturers who help the catering industry move.

Aahar is your event, where you can express your thoughts about everyone can improve and how each of us needs to approach the Great Festive season in India. Build-in solid plans for business, understand how cost-cutting is possible, and also leverage your works with the inclusion of technology. It is essential that we all move along with the trends that the customers love to experience.

It is true that we have financial woes, but only business can bring solutions to this. I sincerely hope this community works on comprehensive plans across India so that new ideas and new business opportunities find space in this industry. Never find newcomers as a threat, as they may always have something to teach and contribute to our business.

With the introduction of Aahar 2022, I look forward to seeing more insights in our magazine and will love to interact with more chefs and see positive trends that initiate a huge impact positively in each of the lives of the FAIC members and the entire food industry at large. The race is hard dear fellow mates, but never impossible. Show that you can go beyond the bad times, and strike success in post-pandemic times.

**Kirit Budhdev**  
Secretary, FAIC



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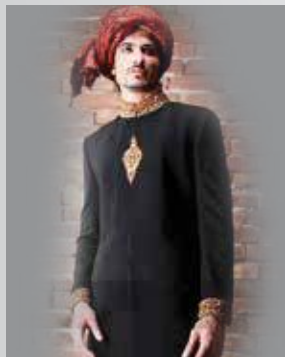
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Cover Story



**FROM  
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TO  
FESTIVITIES**

Rebound is the order of the day, and Foodprints have to be established at all levels. Yesterdays are to no more repeat; let Aahar churn in the Business sizzlers into action.

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# AAHAR 2022

## Where Food and Hospitality Rebounds Internationally

India's biggest International F&B event –Aahar 2022 plans to revamp the lost strings of this business and we will highlight the special moments that you can look out for.

### ABOUT AAHAR 2022

It's that time of the year when normalcy has set into the Indian economy and this has to begin with something great. If India's food extravagance and catering culture at large has to be experienced to the fullest, you ought to witness the magnanimity of the Aahar 2022 event. The only and largest event of its kind in India- and brings together corporate, industries, and third-party manufacturers from around the globe.

### THEME AND AIM

The International Food & Hospitality Fair this year has been organized as the flagship B2B event under the guidance of the India Trade Promotion Organisation (ITPO), the premier trade promotion body of the Government of India.

AAHAR 2022 is known to be one of Asia's best event brands that hold high-end Food & Hospitality shows. This promising show will help companies, caterers, food entrepreneurs, and third-party manufacturers rebound and get back into the business scenario with more zeal, more strategies, and more dynamism than in the pre-pandemic time.

The Post-Pandemic may pose challenges but the event will host experts from around the world to guide and build networks that boost back the Indian economy into action.

This will hereby help the entire Food and Hospitality Industry and also the Indian Tourism to prove that India can be the next biggest iconic changemaker on the global front.

### TIME FRAME AND VENUE

Aahar 2022 is the 36th edition and will be hosted from April 26- to April 30, 2022, at the prestigious venue of Pragati Maidan (New Delhi). This is basically a purely B2B event and will be conducted on the mentioned dates between 10.00 AM to 6.00 PM.

### WHO CAN ATTEND?

The exhibitor and visitor list will include:

All vendors who deal with Table Ware, Copper Chafing, Brass Chafing, Cutlery, Chopping Boards, Crockery, Bar Accessories, Sanitary fittings, Laundry equipment, dishwashing machines, and Packaging machinery pertaining to food products.

Alongside, even the hotel and restaurants can get to meet innovative vendors who design and manufacture can Bed, baths & table linen, Bakery products, and machinery, Chafing Dishes & Banquet, F & B Hotel kits, Glassware, Guest Amenities, Garden Furniture, Kitchen Ware, Pizza Tableware, Sizzler Plates, Spa & Ayurveda Disposals, Stainless steel products, Brass Platters, Toiletries, Tongs, Wooden Tableware.

### HIGHLIGHTS

- If you are looking for the perfect venue to advertise food products, beverages, F&B equipment, Hospitality and Décor Solution, and varied related allied sectors, this is the place for you.
- Over 700+ vendors and exhibitors will participate in this event.
- The prime focus will be marine products, nutraceuticals, dairy products, floriculture, logistics, spices, catering solutions, mist coolers, décor solutions, and various kitchen software solutions.
- Delegates from over 15 countries like Oman, USA, China, Italy, Poland, South Korea, Spain, Japan, Norway, Hong Kong, Canada, Indonesia, and Thailand will get to interact with the Indian culinary experts.
- It is expected that over 40,000+ culinary experts will be part of this elaborate function that is being for the first time in the post-pandemic time in India.
- From new product launches to trending market insights will be shared by industry experts.
- The guest profile will include a leveraged mix of expertise and professionals who work as overseas buyers, retailers, mega-chain representatives, hospitality heads, executive housekeepers, foreign diplomats, and various hospitality service providers. ●



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**W**e don't have magic wands to close Pandora's box, but we certainly have the prestigious Aahar 2022 to get the markets rolling into action. Ups and Downs are part of life, but it is we who decide what needs to be absorbed and what needs to be eliminated from life.

Surely, there is one constant factor that brings a smile to every man's face and that is food. In these Post Pandemic times, we hope that the entire catering industry gets backs into action with the Aahar 2022 sizzling up some much-needed business on the table. With restrictions being put to dust, the Indian economy is working hard for a comeback. With one of the well-acclaimed International events to boast of, India's food and beverage industry can get back on track by making its due presence at Aahar.

## HAS NORMALCY SET IN?

If you take a glimpse at the reality on the global front, we could say yes normalcy has set in. However, the pace is slow. If this trend has to change, the fear has to be curbed

with awareness and more healthy solutions to outside dining, catering, and festive planners

## YESTERDAY'S FOODPRINTS

The pre-pandemic time had off-shot a series of unexpected pitfalls in business. It was leading the food industry into a dilemma. Of course, the technological sector and various other new-age businesses did enjoy an unexpected boom in due course

The Indian catering industry had to undo its sheen with a lockdown, thereby initiating huge employment issues in this unorganized sector. The fact was that high-end restaurants, cafes, corporate at large were not ready for this distance game of life.

Today, the story is different and can witness a positive impact – if the food and beverage industry is ready to read between the lines. This, of course, they need to adapt to change without stubbornly holding on to tradition.

## TOMORROW'S FOODPRINTS

The time for change is evident, but often people are unsure of where to

start. For tomorrow to be better, we need to act smart.

### Being Smart would include:

- Change of the Menu Card to Wholesome, Minimalistic Meals
- Establish perfection in any one cuisine.
- Use Technology in the form of apps so that caterers are more accessible to the local people
- Communicate and announce via social media your upcoming events, achievements, and the latest festive offers.
- Be open to new ideas of cooking, serving, packing, and delivery of cooked meals in your city.
- Prompt query handling will earn more credibility
- Train staff for improved customer service, as people love to come back and enjoy a good experience.

If you have noticed that a lot of cloud kitchens have sprouted up during the pandemic times, there is nothing exceptional about their cooking.

It is the way they work that makes all the difference.

- If the traditional systems, cookware, recipes, and staff work processes are eating into your fortune, adopt new practices that help you save for the rainy days ahead.

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To create a colorful tomorrow, let go of fears, start experimenting and think differently to stand out in the competition.



## **CONSISTENCY EQUALS NORMALCY**

The Back to Business is your expected stage of normalcy. For you to experience this point of success, you need to be consistent and never lose hope.

There are plenty of festivals coming up and that brings the wedding season into complete action. Showcase your best services and learn how to tie up with various agencies that give you the best and most cost-effective raw materials, utensils, and machinery.

If you consistently work and plan out the expenses and investments, that leads to consistency. Food is an industry where the demand never dies. However, people count on service and quality. So, give them the best, so that is willing to revamp your business and even begin the word of mouth once again.

## **TOURISM INDUSTRY**

Another aspect that will widen the scope of the Hospitality industry is

Tourism. It goes without saying that India is one of the most budget-friendly and warm cultures that welcome International travelers all year round.

With bans being lifted and stringent vaccination drives on the go, people have stopped fearing the spread of the virus. Yes, the world is careful on one hand and then also people would love to get out of their homes to explore the sun, flora, and fauna.

This opportunity opens huge business opportunities for hotels, third-party equipment companies, and wellness companies to pamper tourists and also earn back their business from the beginning. The wait is over and if people need to get out, they need to be tempted enough.

More campaigns, interesting travel YouTube vlogs and so much more will help them to give the Indian food industry a try.

## **THE FESTIVAL GROOVE**

India is a land of festivals at any time of the year this is almost synonymous

with our day-to-day living. Although the pandemic has brought celebrations to a halt, this phase will remain forever. Now, with the advent of the Aahar event, people can enjoy public celebrations, good business, meetings, and other socializing parties.

Every year from April onwards will witness a string of festivals in every Indian State. This opens the avenue for public functions. Be it Diwali, or wedding functions, nothing passes by with some great food. So, as the caterers, chefs, and vendors, there are a lot of scopes to venture into.

For normalcy to set back in full force, people and the entire food industry will have to ensure that covid regulations are maintained along with an extra layer of security, hygiene, and cleanliness in every service.

If we still continue to battle with the virus, the game will never end.

It is only wise that this festive season, wedding season, and even the back-to-school times are utilized with the best of deals, and multiple catering solutions. If each of the members in the catering industry grows, this will directly reduce their financial burdens, create more employment and help the Indian economy and tourism industry to grow at large.

## **CULINARY'S TAKE ON A COMEBACK**

Surely 2021 has witnessed the birth of some of the best local brands that serve people in India and even globally. The comeback of the





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food and beverage industry is at our doorstep, along with a dash of innovative strings that would add some freshness to the stale markets. For instance, if you had noticed people started loving extreme flavors.

On one hand, the basic cuisines that our ancestors used to prepare in the past are enjoyed by people in India. On the other hand, a segment of millennials loves foreign flavors and health concepts in their diet. So it is this balance that the chefs should look for.

Today, people welcome changes and are ready to pay for them – provided you serve quality. At the end of the day, after a pandemic-health and safety cannot be forgotten so fast. So, eating out culture will come back, provided caterers, hotels, and cafes do the necessary checks and serve the best food along with the most hygienically kept culinary accessories.

## **WILL 2022 BE A ROLLER-COASTER RIDE FOR ALL?**

Of course, it will be, but it will be an exciting one for sure. The roller coaster ride is going to a fruitful if all involved in the food industry work cooperatively to its fruition. Foster the thought to bring back the fire in each of your kitchens and host elaborate parties once again. If this

“ People crave the parties and get-togethers to come back to life. This is the best chance for Catering Industry to revamp and not hold onto fears. ”

thought is what you long for, let Aahar be the best platform for each of the restaurants, caterers, vendors, and raw material suppliers to bring back the food business in full swing.

Going back into business mode needs quite a bit of zeal, manpower, technology, and plenty of other ingredients to reach the point of expansion and success. But surely everyone in the food industry can reach that phase where profit margins can be experienced.

## **WHAT DO THE BUSINESS NUMBERS INDICATE FOR 2022?**

Here we are talking about intelligence reports that have studied the way in which hospitality business

take off smoothly from the next month onwards.

Some of the indicators as highlighted by the Mintel Company reveal India is the hub of business in the coming years.

With respect to food and hospitality, they have noticed that a convenient lifestyle is a norm that people love to enjoy. Over the past two years, sustainable packaging and healthy consumer habits are on the top of preferences.

For instance, air-fried rolls are preferred for oil-fried foods. Similarly, the choice for healthy drinks has plummeted threefold during the two years. For instance, even in the upcoming marriages and festive celebrations people have chosen healthy dishes, basic ones that stick to Indian roots, are on the list.

A reason for this is that they love to get back into festive celebrations but finance and health create fears. So, it is best that hotels, and restaurants follow this flow and gather business in the right stride. It has been noticed that people are ready to pay more health food diet plans so that life is more stable and protected. ●





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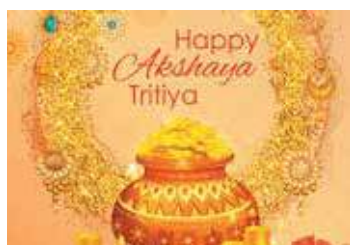
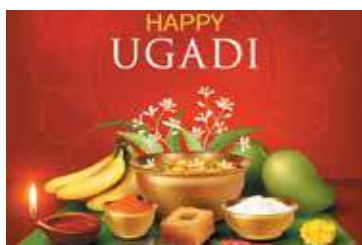
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# Did You Catch Up With The Festive Vibe?

Be it Ramzan or Easter or Mahavir Jayanti, good times need to be celebrated with your loved ones. Don't miss the excitement

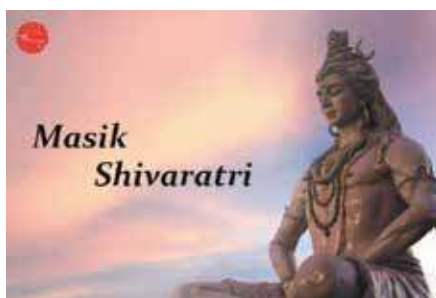
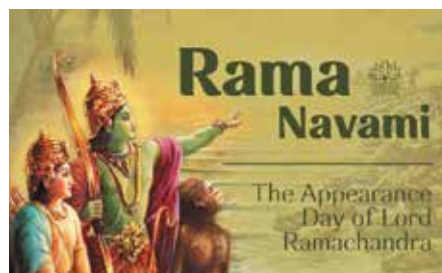


**F**estivities are a rebound time for every caterer and we truly understand the joy of setting up events, and the tingle of plates is a dream for everyone in the food industry. With April summers swaying along with a couple of festivals, you need to be sure that you aren't missing something.

Also, make sure that you move into the May festivities with a dash of innovation, and functionality. If you have a 'why' to this, then the answer is being proactive is the best way for every caterer to revamp the sleepy-headed industry.

## WHAT'S HEADING OUR WAY?

Of course, we could not stop our excitement and Aahar 2022 seems to top the list by all means. The



International has set off the spark for new events, new collaborations, and great business between India and International guests – which is a necessity to help sustenance in 2022. Trust us, there is something cooking



up for every state.

Festivals in April: Ugadi, Poila Baisakh, Rama Navami, Easter, Sankashti Chaturthi, Ramadan, and Masik Shivarathri are the most prominent ones. And there are even more localized celebrations in each state

Festivals in May: Eid ul Fitr, Mothers Day, Buddha Purnima, and the auspicious Akshaya Tritiya.

Apart from this, these two months are considered the beginning of the wedding season. So, buckle up and re-adapt the business strategies to

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Got a Wedding? Let it be theme-based as per the festive in the month. This way, you can use this décor for your next wedding party. It saves expenses and allows for widening your profit margins.

serve as the perfect host in each of these public festive celebrations.

### 5 TIPS TO MAKE THIS FESTIVE SEASON A HUGE SUCCESS

1. Use simple themes based on the festivals and arrange your décor and food items accordingly. Life is easy when business is back into action. For this, think beyond the norm as people need to come out of their shells to enjoy a world apart from social distancing.
2. It is best to stock from local groceries so that you do not have to worry about logistics costs and the perishability of items.
3. Ensure your catering package handles the entire guest flow from entry to exit in a most hygienic manner. In the post-pandemic times, a lot is not necessary, but what is done should be perfect.
4. Got a Wedding? Let it be theme-based as per the festive in the month. This way, you can use



this décor for your next wedding party. It saves expenses and allows for widening your profit margins.

5. Build a rapport with your clients. Some guests specify a lot within a budget. It is best to explain if their demands a feasible for you or not. Instead, also give similar options that are budget-friendly for both parties.

### WRAPPING UP

The Holiday Season is a time of pomp. Use your versatility, build your festive spirits, and train your staff to serve and stay with you as a family. Remember one cannot run the show, so understand and guide your team to be by your side. Additionally, build your customer base slowly and consistently. ●



# FEDERATION OF ALL INDIA CATERERS

## MEMBERSHIP REGISTRATION FORM

**NEW**

**RENEWAL**

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Company Name .....

Person Name .....

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Address .....

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

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# Suhana Tastemakers of India

## Where Flavours Meet Good Vibes

Indian flavors are complex indeed, but one spoonful of the Suhana Masala could make your culinary experiments – a heavenly experience





**W**e don't often find many traditional names ringing the headlines in the new-age lifestyle. Still, this is one undisputed leader of Indian masala powders. We are talking about the prestigious Suhana Tastemakers of India, a company that has created a flavourful niche of products, masala powders, and tastemakers that enhance Indian cooking at exemplary levels.

The Humble Beginnings of Suhana Tastemakers

The company kick-started as Pravin Masalewale (PM) a 59-year-old spice company. They ventured into an entire world of exciting combinations of traditional Indian spices, thereby unlocking and revealing the authentic blends that make the popular Indian dishes so distinctive in taste, flavor, and aroma.

PM was founded in Pune in 1962 by a tirelessly entrepreneurial couple, Shri. Hukmichand Chordia (affectionately addressed as 'Bhau') and Smt. Kamalbai Chordia (Bai). From humble beginnings, PM today produces three globally recognized brands - SUHANA, AMBARI & PRAVIN

### WHY PM?

- Heavy research: The thorough

research and deep understanding of consumer needs reflects in PM's exclusive and customized range of products. With state-of-the-art manufacturing plants at Yavat, Hadapsar and Shirval (Maharashtra), Dharwad (Karnataka), Aroor (Telangana), and Rajpur (Gujarat).

- High Quality: PM has been consistent in its world-class quality of spices. With about 90,000 kg of spices being manufactured per day, the manufacturing processes at PM ensure stringent quality control with international standards.
- Certifications: PM has been certified by some reputed organizations for its highest processing & quality standards. The company follows the highest possible quality standards through a regular and rigorous process of International Quality Certification and Management Process to market its SUHANA, AMBARI & PRAVIN brands.
- Experience: This 59-year-old company has enough expertise to take anyone's dish back to nostalgic flavors that were loved by the kings.
- Never-Ending Growth: PM has also made headway in international markets like the USA, South Africa, the UK, Mauritius, Kuwait, Nigeria, and many other countries.

Accolades that Build the PM credibility

At PM, the trust of customers and our business partners is extremely important. It is trust and consistent quality, which has manifested itself in form of various certifications & awards.

- 1996 FIE Foundation award to Shri Rajkumar Chordia, Chairman, Pravin Masalewale
- 2006 National Productivity Award from the Ministry of Food Processing Industries
- 2008 CII-EXIM Bank Award from Confederation of Indian Industries
- 2007 & 2009 Rajiv Gandhi National Quality Award from Bureau of Indian Standards
- 2010, 2011 & 2012, 2017 Great Taste Award, UK
- 2012 Dr. H.A.B. Parpiya award for the best-managed food industry from AFSTI etc.

The aroma of Suhana has spanned and surpassed national and international boundaries. Today, Suhana has a distribution network in more than 15 states of India through 25 C & F agents, 1235 distributors, and over 2 lakh retailers. With the trust of our customers, a world-class array of products, and a zest for innovation, PM with its AMBARI and SUHANA brands is steadily marching towards a promising future. ●

Attention: Caterers, Restaurants, Hotels, Sweet Shops, Bakery Owners



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important to have savings for any kind of unforeseen crisis.

**Can you share a typical day at work in 2022?**

A typical day in a chef's life involves more than just cooking. My mornings usually start with checking inventory, the calendar to see what functions are scheduled, meetings with the team and the guests, and finally cooking for the functions.

**How do you feel the Food and Beverage Industry should revive its sales?**

It is important to understand the consumer behavior trends and adapt yourself accordingly to provide exceptional experiences to guests as standing out from the competition in today's time is essential.

**Do you think the restaurant needs a menu makeover or any other suggested changes?**

We make the changes to the menu according to people's

# Being Proactive is the Right Strategy for a Comeback

**– CHEF ANIL KHURANA**

Corporate Chef - Hyatt Regency

The prestigious Corporate Chef Anil Khurana ay Hyatt Regency throws light on how the food and catering industry can walk into a normal business mode this 2022.

**How would you describe your passion for this profession?**

My passion for this profession started rather early in life as my grandfather ran a successful restaurant where I developed a keen interest in cooking. I understood the importance of flavors and scents and the warmth that they bring to others and that is what makes me happy and proud of being a chef. I enjoy seeing people feel happy when they taste my food and that is a reward for me.

**What lessons have the pandemic taught you?**

First and foremost, it has taught me to never take things for granted and to be resilient. Secondly, when it comes to work, putting contingency plans and provisions for the unforeseeable future is very important. That also includes learning how to manage with less manning. Lastly, it is very

preferences. If we see that our guests are constantly coming back for the same thing then we try to keep the classics as it is and make a few changes here and there. But here at Hyatt Regency Delhi, our guests like to enjoy their favorites and ask for the specialties always. However, we are always happy to share more options with them.

**What are your thoughts on the Budget 2022 for the Food, Catering, and Restaurant Business?**

The cost is too high this time for the food industry and we have had to revise our prices according to the cost.

**How do you think AAHAR 2022 will be a pleasant comeback for everyone in the catering industry?**

It is definitely a pleasant comeback as we will get back the feeling of normalcy, get to see new equipment, new machines, and services, and meet the huge visitor base.



Good food, Good life

### Do you feel cloud kitchens are a threat to the restaurant business?

Yes, especially for smaller restaurants as cloud kitchens have low cost, they do not need a lot of personnel and they are more efficient.

### How do you balance the food stocks and budgeting now in the post-pandemic times?

Due to these uncertain times, we only order according to need and do not keep extra stock.

### Is the price of dishes a determining factor for your guests today?

No, the price is not the determining factor for our guests. For them, quality matters and they will order what they like.

### Can you share an upcoming trend of food preferences that your guests ask for?

We have seen a trend of guests becoming more health-conscious and opting for vegan or less oily food. We're seeing consumers proactively seek food and beverages that promote health and mental wellness and looking to make a positive impact on their communities and the environment.

### Name one dish that you prepare that has been an all-time favorite of your customers?

Dal Makhni, is something that my guests have always savored then and now.

### Would you opt for readymade masala mixes or traditional masala mixes from scratch?

While making kebabs and curries, I prefer not to use ready-made ingredients, but instead make my own fresh ingredients and spices. The use of freshly ground whole spices adds so much more flavor. So, if you want a truly spectacular dish, then you must always go with fresh masalas. Also, it is important to try not to overuse spices when cooking and adjust them as per the quantity of the meat and other ingredients, as too much spice can overpower the overall taste of the dish.

### In this post-pandemic phase, do you need more automated machinery to help you instead of staff?

We definitely need machinery as it helps us to cook larger quantities in half the time and makes it easier for the staff as well but people are irreplaceable.

### What are the remedial measures you would advise to small-sized hotel entrepreneurs to get back into business?

Aahar 2022 is a much needed pleasant comeback as we will get back the feeling of normalcy.

It is important to manage day-to-day stocks and keep checklists of hot selling items and the items that are not doing well. Employee efficiency is very important for small-scale businesses as so do not keep extra manpower.

### People have started to love international cuisines with an Indian twist nowadays. For example, even burgers are International but made with Indian flavors. Do you think this change will last for a long time?

No, I don't think this trend is here to stay for long. Everyone needs a change once in a while, but they eventually want to go back to authentic food or their favorite cuisines.

### Is the trend of eating out coming back to normal in India?

Yes, it is definitely coming back to normal as people have waited for so long to go out and now, they want to be everywhere and experience everything

### What steps has your team taken to ensure each meal is served with the best quality in terms of raw materials, hygiene, procedure, storage, and serving ambiance?

We always have a plan of action and checklist that we refer to before serving any meal to the guests. We amended it during Covid-19 to include more precautions and double sanitization. We ensure that the food handlers are always wearing gloves, and masks and following all Covid protocols before they begin to cook the food for guests.

### What are the cost-cutting measures you have taken in 2022?

We are not taking a lot of cost-cutting measures as we are very particular about quality and if we cut costs then the quality goes down.

### With many jobless people in India, do you think catering is a good option for them? If so, what precautions should they keep in mind?

Yes, it is definitely a good option for the future but one thing to keep in mind is to ensure that they can keep up with the consumer demands and provide the quality required by the guests as that is what makes or breaks your business. ●

## HYDERABAD IS SAMOSA PARTY'S NEW FAVORITE

Samosa Party – an entity of the QSR brand is now in Hyderabad, thereby officially expanding its count from 1 to 50 cities in India. It has been funded by the Kalaari Capital to widen the snack brand at a national level. The highlight of Samosa Party is they deliver piping hot samosas with fresh Indian chai at your doorstep. Keeping in mind samosa flavors that all ages will love, this brand has maintained an ever-growing fan base. Over the years, they aspire to take Samosa to the Global Food Front in an innovative manner.

At present they have made their strong presence in 4 Indian states and intend to make about 5 crores on a monthly basis. Since they have established itself as a highly small niche food segment, there are hopes that it will remain the undisputed leader in the upcoming months.



## GINGER KOCHI LAUNCHED AS IHCL EXPANDS PAN INDIA



One more feather of triumph has been added to the IHCL fleet of fleets. This time, they have launched in Kochi, Kerala, and the brand is hopeful of some astounding business in this cosmopolitan city. They have strategically designed the place for commercial meetings, party dinners, wedding parties, rooftop swimming pools, and a fitness center. With a booming IT sector in Kochi, the group is hopeful of Kochi being the next big business hub of India.

Apart from this, IHCL plans to establish 13 hotels in Kerala and at present three are ongoing projects. Known for their contemporary styles of interior designs, food, and hospitality, they are keen to see a multi-faceted crowd in Kerala soon too.

## ALLANA GROUP BRINGS HOME INTERNATIONAL GRADE COFFEE



Be it tea or coffee, India is always an evergreen market for hot beverages. The Allana Group has brought International grade coffee beans to the Indian market to meet the Indian love for brewed beverages. With cutting-edge roast technologies, their Bangalore unit will ensure that all Indian cities and the common man get to enjoy the finest of coffee from now on. They cater to restaurants, caterers, cafes, and corporate units and have been known as India's largest exporter of good-quality green coffee beans.

Acknowledged by the Coffee Board of India, the group plans to manufacture and sell their own branded roaster machines, coffee machines that can be installed in the corporates and industrial spaces. They export to Europe and many other international markets where Arabica and Robusta coffee beans have been loved for years. They are hopeful that this foray into the domestic market will give them a bigger hold and dominance in this segment.

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## OG BURGERS ARE IN BENGALURU CITY: MASSIVE RESTAURANTS

Burgers are loved by all ages and this time Massive Restaurants spills a new variety – the OG burger. Founder by Zotawar Kalra, the group has been conceptualizing lip-smacking flavors for over a year. Some of their must-try menu choices are the Monster Cheeseburger, Smash Lamb Cheeseburger, Grilled AF Chicken Burger, and now this awesome OG burger and vegan burgers too. These are heavy on the flavor, hand-shaped, and grilled to perfection. They are served with in-house sauces that meet International standards with no second thoughts.

They are basically cloud kitchens that have been established at four locations in and around Bangalore and they have been known for their juicy burgers that have been influenced by the iconic burger man Louis Lassen. The group tries to prepare unique burger mixes and each one is an overload of fresh flavors.



## LAWS COMPEL HOTELS IN JHARKAND TO SERVE PRICEY LIQUOR FROM MAY 1

The law is all set to change and has given liquor traders a toss for their investments. As per the latest Bar and Club regulations 2022, premium hotels and commercial bar clubs will have to increase their tariff rate from May 1 to pay commercial fees to the excise department. The increase in raw material procurement worries hotels as they work their way to gain business in the post-pandemic times. Until now, liquor was procured from wholesale hubs, but with the new rule, only retailers should sell liquor to the food industry. Eventually, this would add up to the luxury bill, causing a rift in the consumers.



With the huge festive season coming up, more predictive sales, and less monetary balances, stocking liquor will not be feasible. Instead, they may source from other states to maintain the business.

## ARTISTE ICECREAMS BRAND GOES PAN INDIA VIA ECOMMERCE SELLING



India's hand-curated icecreams, the Artiste brand has found some delectable recognition across India. Founded by Madhusudhan Parikh during the pandemic, this dairy company only produces healthy ice creams that contain no preservatives or harmful colors. They plan to open 75 branded stores in North and Western India by 2024. The company offers jaggery and honey-based icecreams, and vegan icecreams and are constantly churning out new recipes in their Gurgaon research division. Every batch is made from scratch and care is ensured to make ice cream a healthy snack rather than mere junk.

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# USA Blueberry

## The Answer for India's shrinking economy



The humble blueberry company USA blueberry throws light on how this versatile berry can replicate the employment multiplier effect in India just like - this industry helped people in the USA.

**O**n April 7, 2022, the U.S. Highbush Blueberry Council (USHBC) in association with the International Institute of Hotel Management (IIHM), hosted USA Blueberry Nutritional and Health Seminar. This hybrid seminar was addressed by Mrs. Alicia Adler, VP, Global Business Development, USHBC, Chef Sanjay Kak, Culinary Director, IIHM Hotel Schools, Dr. Leslie Wada, Sr. Director, Nutrition and Health Research, USHBC; Dr. R. Kavitha Reddy, Owner, Sreya Nutrition and Director – Nutrition Communications, NutriTech Consulting Services Pvt. Ltd. and Mr. Raj Kapoor, India Representative, USHBC

USA Blueberry Culinary Demonstration was conducted by Chef Nagarajan, Chef Arunaditya Mandal, and Chef Tathagata Banerjee faculties at IIHM.



## WHY DO BLUEBERRIES NEED TO BE ADDED TO THE INDIAN CULINARY SCENARIO?

USA blueberries are just not come with quality, but also offer many nutritional and health benefits. Blueberries are easily accessible and provide key vitamins and minerals. Blueberries are a good source of fiber (3.6 grams per serving), which helps support heart health and digestive health, helping you feel full and stay “regular.” Blueberries are a good source of vitamin C (16% DV per serving), an antioxidant that helps support a healthy immune system and protect cells from free radical damage.

Blueberries contribute essential nutrients like vitamin K to support bone metabolism and regulate blood clotting and manganese to help convert protein, carbohydrates, and fat into energy.

A growing body of scientific evidence demonstrates that blueberries can be part of eating patterns to improve cardiovascular health, especially as part of an overall healthy lifestyle..

## HOW CAN BLUEBERRIES BLEND INTO INDIAN DIETS?

Blueberries make an easy, tasty, and nutrient-rich addition to your favorite meals and recipes. They can be included in breakfast added to muesli or porridge they can be added to a smoothie or they can be part of a yummy dessert such as a blueberry cheesecake or can just be eaten as such for a snack.

Blueberries have a unique flavor and are available in diverse forms, including fresh, frozen, dried, puree, powder, canned, and juice concentrate. Because of their versatility blueberries can be added to innumerable recipes. Not only tasty but blueberries are a healthy addition to our diet. Here are a few recipes to get you started.

## USHBC INSIGHTS: BLUEBERRIES PERFECT FOR THE INDIAN FOOD AND CATERING INDUSTRY

You see sending frozen or dried blueberries to India means generating not just employment in our own food processing industry but also the bakery, confectionery, and other related industries in India. The dried and frozen variants are processed for many end-use products like jam, fruit filling, and purée for dairy, baking, and confectionery. And then the wellness segment also

depends on a large scale on healthy food, which further means more employment. U.S. highbush blueberry growers alone create and sustain more than 44,535 full-time equivalent jobs each year, in the US alone not just in the farming sector but related sectors as mentioned above, due to the multiplier effect. So imagine what job-creation impact it can have in India, which has more than a 1.3 billion people but a shrinking economy owing to the drastic effect of the pandemic.

## SCOPE FOR IMMENSE GROWTH

And thus, USHBC, a federal research and promotion program representing blueberry growers, marketers, and importers in the United States, who work together to research, innovate, and promote blueberries, is planning to expand majorly in India. And the focus will stay more on frozen and dry blueberries, not just because these have a great shelf-life but also because these generate a great employment opportunity in processing blueberry-based products ●



# MUNNILAL TANDOOR

*The Unrivalled Leader World of Desi Cooking*

Munnilal Tandoor is a name upheld in every Corporate and Premium Quality Kitchen today both internationally and in India. Let's learn why top chefs always have loved this decade-old Tandoor and why competitors have not been able to replicate this masterpiece.



**B**alancing quality with tradition is only possible when there is the next-level commitment in the heart of an entrepreneur. Munnilal Tandoor is one such masterpiece company that caters to each consumer with utmost care to ensure that they understand and experience the feel of the Real Tandoor and not the modern style fake ones.

## WHAT'S THE SECRET SAUCE BEHIND THE MAGIC OF MUNNILAL TANDOOR?

What makes Munnilal Tandoor more than just a brand? The answer is, that Munnilal Tandoor has been a trendsetter in the Tandoor domain.

The secret of the amaranthine charm of Munnilal Tandoor lies in their traditional yet scientific manufacturing process.

## CERTIFICATIONS AND VALIDATIONS

Known for its watertight manufacturing process, the brand stays armed with all the desired and mandatory certifications. Most of the major countries like Australia, Canada, and the US have provided them with their most trustable certifications.

In fact, they are one of the few brands that have acquired an ANSI certificate. For beginners, the ANSI is an American National Standard Institute certificate. It has been used by foreign brands with a million dollars turnover.

Tandoor in the "traditional" way The tandoori is manufactured in the ancient traditional way. The tandoor is built according to the old Indian parameters. They are measured as dedh paer or do paer which means one and a half human feet and two human feet.

These are the ancient measurements of the area of clay tandoor in rural India. Munnilal Tandoor still uses them to provide the same quality and quantity to the clients.

## WHY IS MUNNILAL TANDOOR THE BEST?

Munnilal Tandoor is manufactured keeping the consumers in mind. The vitals of the tandoor plays a key role in providing the best output for the tandoor.

The vitals are of the tandoor are:

### The curve

The curve of a tandoor is responsible for uniform heating and retaining the skewers in the heat. Munnilal Tandoor provides the best curvature to the tandoori per its area.

### The thickness

- The thickness of the walls plays a crucial part in the retention of heat. Too thick walls will take a lot of time to heat up. Leaner walls can not heat for a longer period of time.
- Therefore, from years of experience, Munnilal Tandoor knows that keeping a thickness of



three inches is the best practice for inner tandoor walls.

### Gradual process

The Munnilal Tandoor is built gradually in a cycle of nearly 10 days. The clay is given time to settle and dry. This enhances the durability of the tandoor.

### Sun-dried

- Unlike their peers, Munnilal Tandoor sun-dries the inner clay

layer of the tandoors. The sun-dried clay layer makes the tandoor ready to use for cooking.

- Also, a dried clay layer doesn't swell up after receiving the first round of heat. This helps in increasing the lifecycle of the tandoor.

### Aesthetically appealing design

- Mostly the South-Asian countries have a tradition of live tandoor cooking, especially for festive occasions. However, nobody wants to put a clay drum in the middle of all the expensive decorations.
- Keeping the aesthetics in mind, Munnilal Tandoor has come with various modern and decorative finishes of the tandoor.
- They have hammered copper finish, granite, cement, and many other variations to cater to the aesthetics of the users.

In a nutshell, Munnilal Tandoor has outpaced its peers in keeping up with the market demands and customer satisfaction. Investing in Munnilal Tandoor is one of the best investments for the food lovers. ●

“A Rare, Original Feather in the World of Desi Cooking, is to be experienced for real. Once Munnilal Tandoor is used, every dish takes a wow turn. This perfection is what every professional restaurant and chef looks for around the world and fortunately, Munnilal Tandoor makes this possible.”





**How would you describe your passion for this profession?**

As a caterer, I have loved working with food, plating, and serving. I oversee over 300 to 400 people. So it's a lot of high-end culinary work, but also a ton of logistic, operation, management, and business acumen as well.

**What Lessons has the pandemic taught you?**

The pandemic didn't break the Hospitality Industry, it merely shined a light on all of our chips and cracks. The problems we face may have been exacerbated by the COVID-19 crisis, but they are actually the result of long-term mismanagement and ignorance on our part

The next twelve to twenty-four months will be a time of rebirth. If we let it. Pandemic taught us the pandemic Inspired Empathy, it's showed us how to get creative, it's taught us how to do more with less, and the pandemic sped up the adoption of technology and shifted our culture.

**Can you share a typical day of work in 2022?**

I like to start each day by going over my schedule to make sure any calls and meetings I have are top of mind and get any prep work for those done first thing. Then, I usually answer my all booking emails or booking list while I am still fresh.

# Icchamani Hospitality

## The Pandemic has helped to think different

**– UTTAMARAO GADHAVE**

MD Icchamani Hospitality and Ventures

Icchamani Hospitality and Ventures speaks to us on every problem can have a hidden opportunity, and that can be done with creativity.

**U**ttamarao Gadhave, MD of Icchamani Hospitality and Ventures gives us a lovely walk through on how the Pandemic new doors to business, and it was not all that bad – if we have used the opportunities from a different light of thought. His expertise has kickstarted from 1985 and he shares stories business can get unsteady at times, but he has never left hope.

**How do you feel the food & beverage industry should revive its sales?**

COVID-19's economic toll on the restaurant industry hasn't been evenly

distributed. Whereas pizza chains have maintained or increased sales during the pandemic, casual-dining and fine-dining restaurants have seen their revenues decline by as much as 85 percent, For some fine-dining establishments, revenues fell to zero.

**Urbanicity:** There are large disparities in restaurant-

traffic declines across states.

**Digital maturity:** A strong online-ordering presence, digital loyalty programs, and robust customer-relationship-management (CRM) systems have been lifelines for restaurants during this crisis,

**Role of value:** Value and the prevalence of deals has buoyed some restaurants' sales during the crisis

### Do you think restaurants need a menu makeover?

Restaurant menu design is about more than just visual appeal; it's also about influencing your customers to buy dishes that make you more money. Below are three ideas to consider:

**Highlight profitable items** – Draw attention to items you want to sell more of with simple highlights or even listing those items in a separate box.

**Place items with purpose** – The first and last items in a category are the most likely to sell. Make sure you have your best performers in those spots.

**Omit the price sign** – Studies have shown that removing the price sign from your price list can lead to higher customer spending.

### During post-pandemic, will automated machinery help more compared to your staff?

Automation is growing in the restaurant industry. Putting machines onto certain tasks is both faster and cheaper than onboarding new talent.

### What are the remedial measures you would advise for small businesses in the food industry in post covid era?

- ❑ Tracking expenses against the revenue status Checking the feasibility of the business model
- ❑ Be patient in securing investments
- ❑ Plan policies for the next 3 months/ 9 months/ 18 months Communicate transparently with your customers
- ❑ Maintaining a healthy relationship with contracted parties Managing employees & related optimization
- ❑ Keep Your Team Engaged

### Do you Feel Cloud Kitchen is a thread to the restaurant business?

Food-for-delivery-only restaurants are beginning to thrive because of food delivery apps. These restaurants are also

The pandemic didn't break the Hospitality Industry, it merely shined a light on all of our chips and cracks. The problems we face may have been exacerbated by the COVID-19 crisis, but they are actually the result of long-term mismanagement and ignorance on our part

**Minimize to maximize:** Try not to overwhelm your customers (or your staff) with excessive choices. It may take some effort, but keep your menu short while making sure you cater to a range of tastes. A concise menu will help your customers spend less time deciding what to eat, which allows for a faster customer turnover and

### What is your thought on budget 2022 for the food industry?

The Restaurant Industry was eagerly looking at some immediate liquidity support, Restoration of Input Tax Credit (ITC) on GST, Ease of Doing Business from over-regulation and excessive licensing, a fair & equitable E-Commerce Policy for the survival and revival of the Restaurant Sector from the Hon'ble Finance Minis, no specific announcements were made for the Restaurant Industry and we are yet again left to fend for ourselves," he added in the letter. Today,"

referred to as cloud kitchens or sometimes, dark kitchens.

Changes in technology and in consumer habits brought the ancient concept of food being sold in a 'to go' fashion (i.e. food stalls) into the limelight today.

Paying lower rent prices for space needed for business operations.

Convenience and time savings from cooking made the market available for cloud kitchens feasible.

The Indian food and beverage industry is witnessing a major drift from dine-in to delivery business and the pandemic has worked as a 'catalyst' in the growth story.

### What is the cost-cutting measure in food industries?

Cost-cutting measures may include laying off employees, reducing employee pay, closing facilities, streamlining the supply chain, downsizing to a smaller office, moving to a less expensive building or area, and reducing or eliminating outside professional services, such as advertising agencies and contractors, etc. ●



# “Yes, I Do”

## Who Makes this Moment Special?

It's Post-Covid and couples look forward to saying, 'I Do', in style. Did you know caterers, wedding planners, and even the photographer man have a role to play in this? Let's see where we fit in.

**R**ewinding into a shattered past is never a good strategy, but definitely, a good one to learn from. Over this one year, we have polled out quite a bit of opinions and thoughts of various chefs, catering agencies, third-party vendors, food suppliers, event manager,s and also the common public. This has helped us sum up what needs to be

given more prominence when any catering event needs to be planned for a big wedding season.

Indian weddings are an elaborate affair of great food, wonderful ambiance, overloads of laughter, dance, and photographs. This memory was dimmed down, but you know no phase lasts for a lifetime. It's time to wed those lovebirds in style without burning your pockets!

So, what do you think matters for an Indian wedding in 2022?

### WEDDING TRENDS IN THE SPOTLIGHT

#### Postponed Weddings:

In 2020 and 2021, most couples



Good food, Good life

stuck to their plans and got married within the lockdown frameworks. However, about 20% of the couples are prepping to get married this 2022.

**Guests Preferences:**

The 2022 marriages will be more of an intimate styled wedding where only the closest relatives will be invited. Here, the experience is everything, so make sure that every detail of the marriage is perfect.

If more than 100 guests are being called, it would be done with a relatively pre- decided style that conforms to the pandemic situation.

**How Fat is the Wedding Budget?**

Lets' just say that this has two groups in it

One is the intimate wedding, where budget is never the issue. They want perfection in the theme, interior designs, the attire, the food, the seating arrangements, the music, the guest service, cleanliness, hygiene, and safety for all.

So, for caterers who manage such weddings, it is best to respond to such weddings in a royal, extra vigilant style. Give them value, give them good hospitality and they will remain your loyal customers.



Couples have their specific priorities and if you have an ear to this, then it will be your point of recognition and success.

Now the second group is the one who will spend based on a budget. They will want entertainment, meal planners, and décor of the best quality at the minimal bills. So, you need to think of where you cut costs without compromising on quality. As chefs, you need to reorganize the

menu to stay within the budget. The same goes for the makeup crew, the event planners, the lighting, and the party accessories.

The point is no wedding team will want to know beyond the business. However, you need to break it down and ensure that the catering company can score the best deal. The idea here is to make every penny count for both sides.

**Does Venue have a role to play?**

Oh sure! This time couples are opting for the outdoors with no second thought. We can't disagree also. After months of sitting right at home, who doesn't love the fresh air, sunlight, poolside parties, and great food in the open

However, customer concerns about safety and hygiene will naturally arise. This is where caterers need to be ensuring that food is kept in proper containers, the seating is well kept and there is plenty of space so that no over-crowding happens during the event. ●



# Got Vegan Crowd? Let's Feed them right!

Stride in the Vegan Route, as we have some awesome Vegan Starters to back you up for the next event

**I**t's party and wedding time once again! Oh by the way, if your guests have a veganism love, how do you plan to manage it? Heads up as we have got you covered with some lip-smacking Vegan Starters and Refresher Drinks! These would bring on a smile on the fussiest tummies in the venue.

Okay, if junk is on your list, yeah then vegan items would be a mismatch for the kitchen. Hey, give this a try and see how your guest will love every bit of these recipes. If there are chicken lovers on the block, our vegan bites are an equal match to satiate their cravings.



## ARE THINKING ABOUT WHERE THESE CAN BE GIVEN?

Anytime and any event! If you have a baby shower, wedding, corporate meeting, or any casual party, switch to healthy starters and see the effect it can have on your health. Let's pack those sugary drinks and cheese balls into the bin and bring in some much-needed healthy snacks during this post-pandemic party time.

Hey, we need to enjoy and we also need to take care to step into a new life of fun and uncertainties, let's just do it carefully, without stressing out on our health. Right?

## SPINACH WRAPS

A delectable wrap that vegans would love to munch on! First clean your leaves, blanch for 20 seconds in hot water, and keep aside cool. Slice brinjal in patty-shaped slices. Season well and grill them on the stove with a little oil. Then add in a spoonful for baked brinjal, wrap and serve warm with a dollop of garlic-infused tahini paste.



## SOY TURMERIC LATTE

Soy milk is the queen of veganism and this time all you need to do is make a soy milk latte. Boil the milk with 2 tablespoons of shaved jaggery, add a pinch of turmeric, and serve hot.





Good food, Good life

We need to enjoy and we also need to take care to step into a new life of fun and uncertainties, let's just do it carefully, without stressing out on our health. Right?



### TOFU DEVILLED TOTS

If you love devilled eggs, then these vegan tots are right for you! Mash tofu in a bowl with salt, paprika, onion, garlic powders, and a squeeze of mustard sauce. Mix well and keep cool. Slice cucumbers into small rounds. Add a spoonful of tofu mix and enjoy. You can also serve this on carrot circles.

### BROCCOLI POPS

What's not to love in broccoli? Steam the florets and toss them into



a bowl of olive oil, salt, pepper, and broil in the oven for 30 seconds. It's done and served with some tomato ketchup.

### RICE CHIPS WITH TANGY AAM SALSA

If the mango season is in, localize your vegan snacks with an Indian



tweak. Chop and mash half-ripe mangoes, add in garlic flakes, chopped onion, chopped coriander, some toasted peanuts and serve on top of rice crackers. Do not leave it as such, as the rice cracker will turn soggy.

### CREAMY TOMATO MUSHROOM BALLS

Missing meatballs for your next



game event? We'll tell you another fantastic option for a party snack. Mince mushroom finely, combine in spice powders like salt, coriander, chili, oregano, garlic, ginger, salt, and rice powder to combine into balls. In another pan, toss chopped tomatoes, chilies, and onions and sauté until soft. Blend to a smooth paste. Now in a saucepan, drizzle olive oil and a few chopped garlic cloves. Once it heats up, pour the sauce, add the mushroom balls, season, and cook for 40 minutes at low heat. Serve hot with urad papads. ●



# Swap into Health Mode while Snacking



healthy snacks for corporates is easy to prepare and can be made ahead of time. So, use these no-fuss recipes and stock up the pantry with tasty goodies that keep their waistlines in shape.

## NUTTY CRUSTED CHICKEN STRIPS

Chicken strips are such an addictive energy booster at any time of the day. Instead of the carb-filled coating, you can replace the coating with toasted nuts or seeds and then bake until golden. Every bite will be juicy on the inside and crunchy on the outside. They can be pre-cooked and would need a quick microwave heat, before serving with any sauce.

## BAKED FISH ROLLS

Not everyone is a fish lover and that is because they have got their hands on something so delicious as these baked fish rolls! Pre-marinate the fish with lemon, garlic salt, and pepper. Poach, shred and mix with bell peppers, herbs and onions. Stuff into pastry sheets and bake them for 15 minutes at medium heat until lightly

Corporate Parties are never a hit, without the right snacks. This time, let the healthy touch come across in each of your dishes.

**S**nacks and parties gel well with each other and it could take your small talks to another level. Let's just say that, if your snack bar is done right, then your evening will be such a blast. When it comes to corporate parties, the scenario isn't very different. However, as each of the professionals gets back onto the office floors, it would be great if the meal planners focus on tasty treats with a hint of health on cards.

If you are thinking, is there a need? Yes, is our choice always! Traditionally, we all have grown up with greasy hot samosas and spicy pakodas. Now, the food is the same, but the lifestyle has undergone a huge change. Professionals sit for more than 12 hours at their office table or travel by cab or private



Nutty Crusted Chicken Strips

vehicles. This has brought unhealthy fats into their diet and a whole lot of health issues.

If you can swap their regular snacks for something healthier, they will thank you later for this. This time, if you are short of ideas, we'd love to pitch in. Our collection of



Baked Fish Roll



golden. Serve hot. Of course, you can fry them too, but the healthy dose of a bake would be very much missed!

### PANEER STUFFED MUSHROOMS

This dish can be prepared in minutes once all the ingredients are prepped up. You need to dig out the stem of the mushroom and stuff it with shredded paneer. Add in the seasonings of your choice and grill on high heat for 15-20 minutes until the mushrooms cook in their juices and develop a slightly charred look. Drizzle some sweet barbeque sauce and serve immediately.

### CHEESE AND FRUIT KEBABS

Nothing more refreshing than a fruit platter that is juicy, and offers a delectable mix of sweet and salty. You can add in a sprinkle of paprika, and



lime, pile cheese and fruit on sticks, and serve these kebabs.

### GREEN TEA WITH LIME

Splash a little lime, and fill your refreshment tumbler with ice and green tea. The combo is refreshing for the mind and soul. Plus, these



drinks are great to burn off fat and even aid in digestion for the body. So, if you had a heavy lunch, this drink should do the trick.

### FRUIT JELLY BOWL

How about having a fruity snack? It's jelly with a sprinkle of dark chocolate, seeds, and nuts. In short, this bowl is dessert, snack and health bowled into one.



### PASSION FRUIT WATER

Bored of sipping ordinary water? Then why not try the fresh passion fruit water that sparkles with a soda mix. It is not overly sweet, ye definitely high on antioxidants and great refreshment for the body.

### CAPSICUM CHEESE RICE BOWLS

Light meals are always on any food platter. This time, you can scoop and



clean your capsicum and fill with jeera rice, or biryani, add paneer or chicken cubed and top with a luxurious dollop of melted cheese. Then bake for 20 minutes and serve hot. It is light, yet filling. ●



## Got an Outdoor Event?

# 12 Impressive Sustainable Pointers that a Caterer should know

Bringing eco-friendly platters is being smart bringing on some impactful change to the way business is done.

**A**ren't you here in your second innings to get your business on track? Well, and then shoot out some wellness along with your exemplary catering and event management services!

Get noticed, but get noticed with value-added ethics. This is what we like to let you know, as an act of goodness never fails to impress all the attention and goodwill one deserves. If there is an event or wedding around the corner, then planning is the next thing to do. Alongside, tweak

your planning process to something you can provide as sustained and eco-friendly.

### WHY SO?

One is that it helps you keep the overhead costs under control

Second, it is good for the society at large and people love supporting something good and different.

Next, we need to discuss how it is possible to create eco-friendly events for any gathering size. It can be done with ease, planning, and foresight. Here's how you play it right.

## 12 IMPRESSIVE SUSTAINABLE POINTERS THAT EVERY CATERER SHOULD KNOW

### Go Local

Opt for local, organic produce spices, and meat products that have been cleaned and cut to your perfection.

### Hire Experienced Chefs

Maybe you need to shell out more, but at the end of the day, they will

save your face from unwanted errors and last-minute issues. Only the experienced, know how to focus on the kitchen irrespective of the outside environment.

### Curate to fit the Bill

In 2022, the budget is in focus, so it is best to curate the menu, staff, décor, lighting, and other event services to fit the bill. Let it go light and you will earn yourself a name. But, yes, be clear on what you will serve the final customer.

### Outdoor can go green

Focus on Green Outdoors, as you can save on rentals and experiment with decorations as much as you like. Just make sure that the flora and fauna are not disturbed at the end of the event.

### Storage

Keep compact storage bins for your cooking, cutlery, and more. Stock the refrigerator well and maintain temperatures consistently so that the food remains of good quality.

### Minimalistic cooking

Keep the menu card light, attractive, and balanced. Check guest preferences, and allergies before serving them. You don't want wastage after the event.

Being Sustainable is a game-changer for any event organizer, so establish your footprint on this.



### Limited Logistics

Choose logistics for short distances. If a long-route event is on your to-do list, connect with local logistics vendors and ensure the travel is completed in a cost-effective and professional manner.

### Hire multi-vendors

If you do not get raw materials from one local produce, outsource from others and bargain to get the best deals. Since you need to maximize your profit margins, spreading out a plan for vendors will be a good idea.

### Waste removal

Oh yes, leave the place spotlessly clean when you leave. Instead of disposing on the spot, divide the food and plastics into different containers. You could dispose of them at bio-gas waste centers and dispose of the rest in public waste spots.

### Reduce water consumption

Control water usage at the event venue, so that your inventory bills do not add up. Pour the water used for washing food on the garden beds. Clean, and cut the food portion beforehand, especially the meat.

### Health comes first

Oh yes, and say no to all artificial tastemakers like MSG, colors, and so-called fancy edible delights. Just let it look homely, fresh, and authentic.

### Recycle the Decor

Always, invest in décor that can be reused at other venues. The basic décor should be the same and only slight changes from the themes need to change from time to time.

Hope this helps us run your next event with fluid-like success! ●



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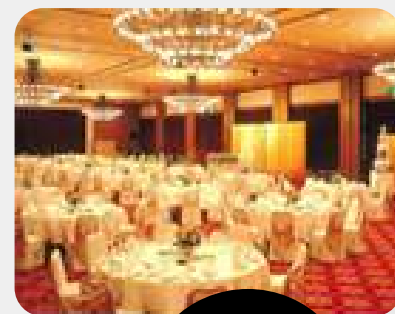
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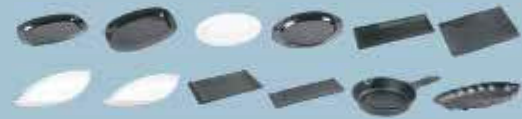
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Food is a pure commitment to a few and Kamal Caterers has just launched another product line that would leave drooling them. Not sweets, not snacks, but the humble Idli has been transformed into something special.

## KAMAL CATERER- A LEGACY OF QUALITY

Kamal Caterer is well known for its rigorous experimentations in the food industry. Mr. Kamal Kumar Agarwal happens to be the owner of Kamal Caterer and president of Jharkhand Caterers Association (JCA), who also represents Jharkhand at the Federation of All India Caterers (FAIC). Acknowledging the efforts lately, “Global Triumph Foundation, Bangalore” included him in its magazine - “Famous Top 50 Inspiring Icons of the Country”.

## LATEST ADDITION: SUPER HEALTHY IDLIS

Now, along the side of the range of sweets, Kamal Caterer has experimented with the famous South-Indian dish - Idli. Whenever



we hear Idli, the first thing that comes to our mind is the basic Snow White Idli, but to bring a twist to its taste and appearance, they have prepared Ragi Idli, Corn Idli, Peas (Matar) Idli, Chilly-Ginger-Garlic Idli, and Lemon-Coriander Idli. Ragi is rich in fiber minerals and amino acids which make it a good choice for diabetics.

They even put it on the menu in their recent events in which people loved the special range of Idlis. The newly launched Idlis have received a fairly good response and with the markets kicking back into action- the sales graphs would show positive results.

Covid was never a barrier for Innovative Cooking at Kamal Caterer

## THE HEALTHY RASGULLA COUNTER

During the COVID-19 pandemic era, Basil (Tulsi), Indian Gooseberry (Amla), Turmeric (Haldi), Green Chilly, Orange, and Strawberry Rasgullas were prepared to boost our immunity. Subsequently, Immunity Booster

## THE HEALTHY, ADDICTIVE CHOCOLATE RANGE

Chocolates were prepared, which were made up of Liquorice (Mulethi), Basil (Tulsi), Black Pepper, Turmeric (Haldi), Indian Gooseberry (Amla), Figs (Anjeer), and dry fruits.

Later on, they prepared fruit-based chocolates of a variety of flavors, such as Kiwi, Orange, Strawberry, Pineapple, Tamarind, Guava Chill, etc.

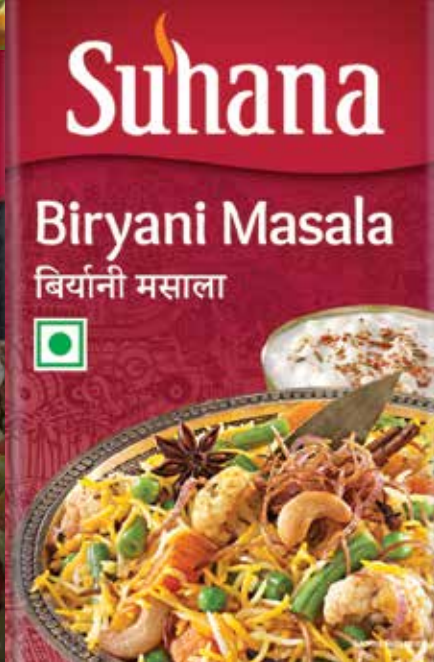
Enriched Indian Sweets

One after another, Kamal Caterer has been experimenting meticulously and winning the hearts of the people. Last year, Kamal Caterer added three more healthy sweets to its portfolio, viz Oats Dry-Fruits Laddoo, Ragi Laddoo, and Flax-seed Dates Laddoo. We all are fond of laddoos but are unable to eat them with all our hearts because of the sugar content. To find a solution to this, Mr. Kamal Kumar Agarwal, came up with a special range of laddoos and named the range - “Healthy Bites”.

At last, he says that he prays that this pandemic will soon be a thing of the past, the world will get rid of it and everything will be back to normal as it was before. ●

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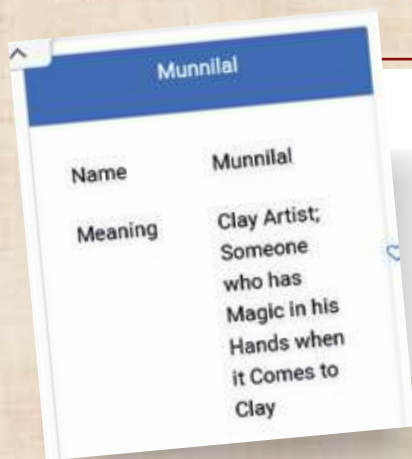
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