



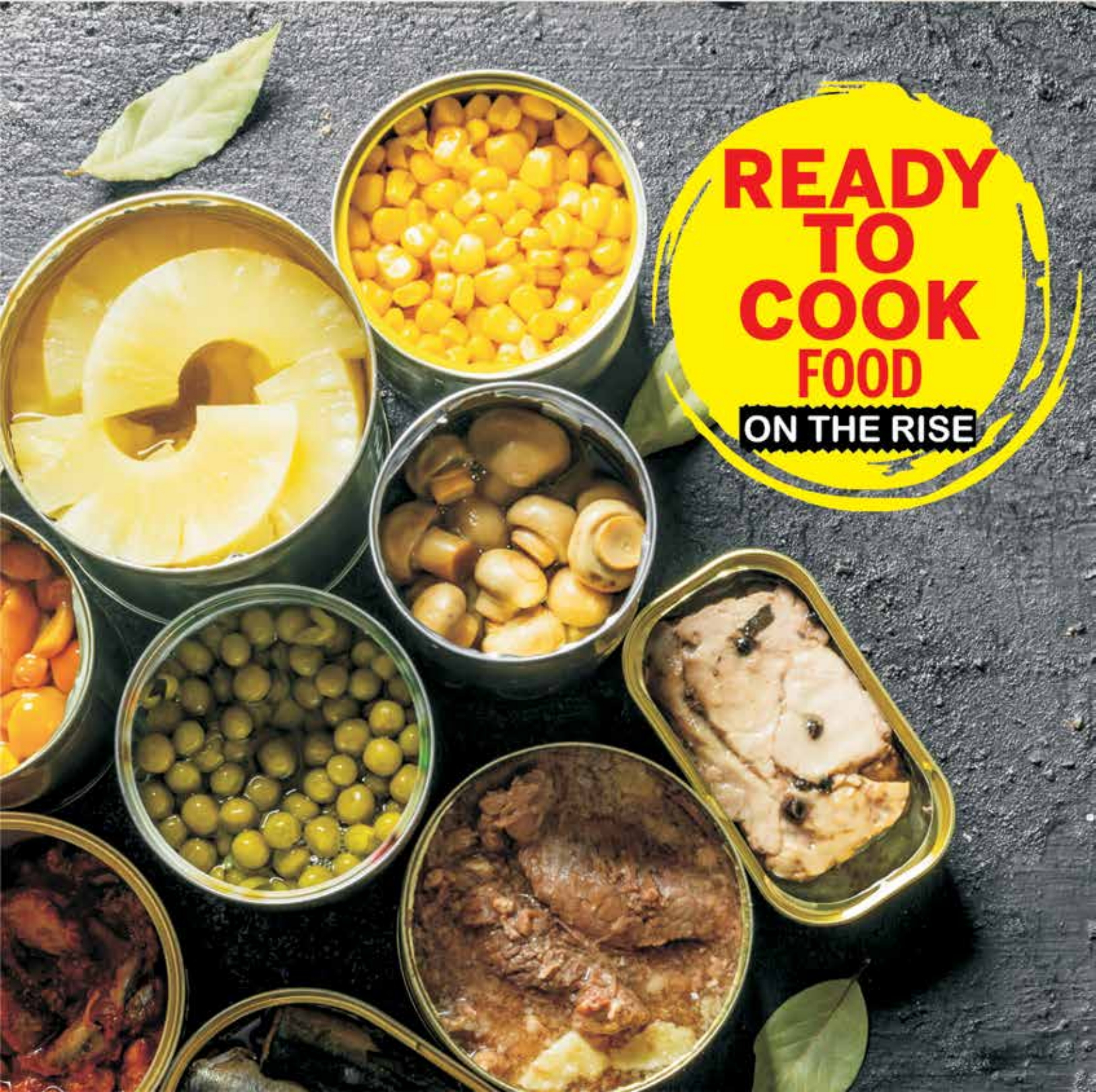
FEDERATION OF ALL INDIA CATERERS

FAIC

NEWS

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VOLUME 5 | ISSUE 03 | DECEMBER 2021



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Ready-To-Cook Food Segment holds immense future for Catering Business

I am indeed indebted to every person who has contributed to the growth of the catering sector. Technological innovations and the drive toward industrialization are transforming the business climate rapidly, and the catering industry is no exception. However, the market and food demand are improving presently. The catering and beverage industry contributes significantly to global economic growth and the productive employment of human resources.

FAIC, on the other hand, plans to provide informative seminars and gatherings regularly in the future to promote ready-to-cook foods. It is the most effective technique for the Federation of All India Caterers (FAIC) to improve market demand in the small-scale catering industry.

FAIC acts as the Voice of the Catering and Beverage industry, intending to accelerate profitability for every partner involved.

During the COVID-19 outbreak, demand for ready-to-eat food products rose, due to hectic work schedules. Furthermore, restaurants that had restricted services with the onset of pandemic regulations. This had resulted in a medium-term rise in the consumption of ready-to-eat foods.

The Federation of All India Caterers acts as a voice for the catering and beverage industry, working with the government to develop, disseminate, and implement policies that will help the industry grow, as well as to address and resolve various issues that the sector faces through effective collaboration with government bodies.

In addition, the research examines the ready-to-eat food business in both new and existing markets around the world. Young people spend the majority of their money on handy ready-to-eat foods. For ready-to-eat food production giants, young consumers are the biggest target. The simplicity with which such things can be used contributes to a growth in global market demand.

FAIC strives to be financially successful and profitable for its partners and pay royalties to its customers. As soon as possible, the Federation of All India Caterers would like to arrange seminars to enhance awareness of new and changing rules.

Narendra Somani
President, FAIC

“FAIC acts as the Voice of the Catering and Beverage industry, intending to accelerate profitability for every partner involved”



READY-TO-COOK FOODS WILL HELP THE INDIAN CATERING SECTOR REGAIN CONTROL

“By the end of 2028, the Indian ready-to-cook food market is expected to exceed the US \$900 million”

I am pleased to know that the Federation of All India Caterers is developing a catering sector. The growing popularity of ready-to-eat food in India is projected to boost the market's growth. Various manufacturers have begun developing their own private-label brands for ready-to-cook meals to improve supply chain control. Additionally, customers have started to appreciate this endeavour since food safety standards have improved and food goods have improved in quality.

According to several companies in the ready-to-eat market, demand for curries, meals, mixes, fast cookies, sweets, and frozen snacks has surged. By the end of 2028, the Indian ready-to-cook food market is expected to exceed the US \$900 million. I am convinced that the database will be an invaluable resource for Indian entrepreneurs, other business partners, and international clients.

Furthermore, as we seek to be the best organization capable of competing on a global scale, we will adapt flexibly to the changing demands of the times and continue to improve and flourish. Ready-to-eat food goods were the only industry that showed a significant rise in need during the coronavirus outbreak.

Implementing an effective market strategy will assist the sector in both growing and addressing numerous difficulties. In recent months, ready-to-cook meal goods have been flying off the shelves, with most people working from home and countries under lockdown. The majority of money spent by young people goes toward convenient, ready-to-eat items.

We've built a solid foundation as a supplier of industrial catering supplies, and we've since expanded our activities by incorporating essential technologies. We have provided unrestricted support to support our members, individual caterers, and organizations in running a safe and effective company.

Kirit Budhdev
Secretary, FAIC



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Cover Story



**SURPASSING PANDEMIC
ODDS WITH
READY-
TO-
COOK
FOOD PRODUCTS**

A string of agile food-themed companies is on a mission to beat the Covid blues with innovative products that will gain popularity, acceptability, and quality deliverance to food lovers.

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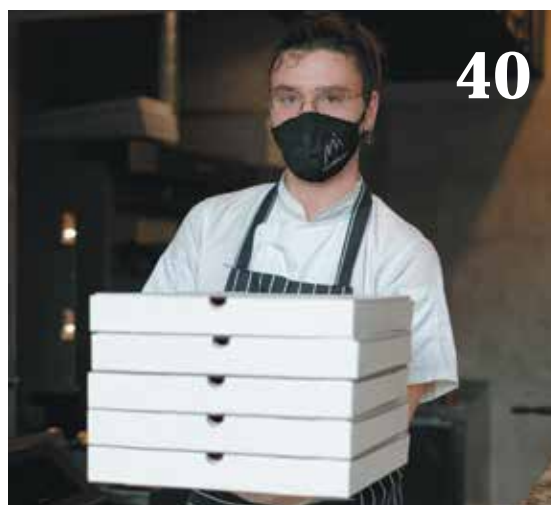
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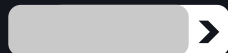
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GOURMET POPCORN 4700BC, THE GUILT-FREE READY-TO-EAT SNACK GOES BEYOND CINEMAS

Snacking is absolutely guilt-free in the Aztec world. Cinemas are synonymous with plenty of drinks and snacks and popcorn tops this list. This healthy grain has been a very precious gifting commodity from the age-old Aztec community. However, with the onset of the unforeseen pandemic life, people began to miss this snacking scenario. This new-age company, 4700BC seemed to have popped into this craving to meet the guilt-free snacking lacuna in gourmet style. We are no more dealing with the normal salted popcorn here. But a plethora of exciting flavours that are perfect for virtual pandemic-friendly night-outs, festive gifting options throughout the year. From protein-coated popcorns, plain variety, chocolate, caramel, cheese, they offer a bite to match every mood of the day. Today, the Delhi-based popcorn player 4700BC has successfully penetrated the global popcorn market offering various Ready to Eat and Ready to Cook products in supermarkets. Within a short span, they have witnessed positive customer traction among those who love to



munch without the guilt of building calories. Today, you can enjoy exotic flavoured popcorn while travelling, or at work, or for a midnight snack and forget the days of cinemas snacking.

OLEEV KITCHEN JOIN THE FAM OF THE READY-TO-EAT FOOD SECTOR ON A HEALTHY NOTE

In June 2021, Oleev Kitchen set foot into this ever-evolving segment on a healthy note. This sub-brand is part of the FMCG company Modi Naturals, and they hope that this expansion will broaden their customer market steadily. Headquartered in Delhi, they have noticed an upward shoot in the way consumers are shopping to prepare foods right at home. Though the first wave of the pandemic caught everyone on the wrong foot, today, people are prepared to beef up their indoor life with good quality home cooking. Oleev has brought in RTS peanut butter spreads that will merge with the Indian palate and suit their health-conscious folks pan India. With inadequate time due to heavy workloads, people resort to a variety of dishes that resemble restaurant-style cravings. Today, these cravings are evaluated on the basis of health too. They plan to leverage their food ranges on Omni-channel platforms and introduce products that meet consumer food expectations coupled with nutrition, health, budget-friendly packages and robust Indian flavours. With clear foresight, they plan to outwit competitors like DiSano and Del Monte but provide a premium dining-in experience right at home.



JW MARRIOTT KOLKATA'S ANGAAR SHOWERS CULINARY CHARM ON FOOD CONNOISSEURS

If you are ready to be wrapped in royal lip-smacking delights, then Angaar is open to pamper your palate. As the name Angaar means flames, JW Marriott Kolkata takes on a royal culinary roadmap to impress guests with authentic Peshwari and Awadhi cuisines. Food lovers will remain lovestruck at the hearty expanse of age-old signature recipes prepared under the watchful supervision of well-experienced chefs. Some of their delicacies are Mewe aur Mawe ki Seekh, Peshawaru murgh Tikka, Mushroom ki Galouti, Paneer Seekh and much more. Alcohol lovers will be spoilt with innovative beverages made in-house like Lavender Gin, Flambeed Brandy Custard, Smoked Ice Chai, Baileys Kheer Doughnut are just a few to mention. They have aesthetically utilized Indian flavours to merge with continental palates like the traditional Himalayan tea, handcrafted mildly spiced kebabs and other flavourful dishes that take one to the royal kitchens of the rulers. To top it, charm surrounds the entire ambience with good quality music, furniture, royal lighting touched with the subtle influence of technology. The team has meticulously leafed the royal extravagance into an era of digital aura.

INDIAN READY-TO-MAKE PRODUCTS SIGNAL CONVENIENCE FOR HOTEL, BEVERAGE & RESTAURANT INDUSTRY

Although, the Hotel, Beverage & Restaurant Industry has undoubtedly been hit by pandemic regulations; the RTC products prove that it is not the dead-end. A little re-strategizing will help them meet customer demands with ease. Initially, RTM foods were considered a threat, but over time, experienced chefs seek smart kitchen solutions through them. Not only should the cooking process be convenient, but it should also be tasty, and authentic too. As these products are prepared with a certain level of quality, chefs can make dishes that consistently hold flavour, texture and aroma. With tight budgets, RTC products facilitate hotels to save procurement and storage costs. They can now hire novice cooks, use these mixes, save time, needs minimal supervision, and prepare great recipes without special cooking skills. Plus, these can be stored and avoid the wastages arising from freshly sourced ingredients. Hotels can use curry pastes, pre-cut vegetables, soup, biryani mixes, cream, onion, tomato puree, cheese mixes to take recipes to the next level. In addition, they are stored under hygienic conditions giving less chance of adulteration, contaminations, discolourations etc. Lumpsum buys can bring forward discounts that are beneficial for the catering industry at large.



RANNUTSAV 2021-2022 APPOINTS SAYAJI HOTELS AS OUTDOOR CATERER

Every year, the prestigious RannUtsav is held to showcase an array of regional food flavours and revive the specialities cuisines all over India. This time, the grand 100- day function will be held in Kutch, better known as the Great Rann of Kutch. This elaborate project will be hosted in the White Desert of Rann by the TCGL- Tourism Corporation of Gujarat Limited. Sayaji Hotels has been appointed as the Official Food Caterers for the function for six years consecutively. This year too, tourists can expect a high standard of catering professionalism, hospitality, and service that meets the pandemic regulations to the fullest. Over 5,00,000 tourists from 20 and more countries will come over, reside in the royal tents and be part of this awesome culinary experience. This group has acquired immense knowledge in curating outstanding Indian recipes that reflect the diverse food concepts of the region. Guests can be assured to experience top-class hospitality, as Sayaji Group is no newcomer in this field. They operate 13 hotels in various Indian cities and are known for their elite styles of banqueting art and food and beverage services.



THE HUMBLE KHICHDI GETS INTERESTING TO TARGET THE MILLENNIAL TASTEBUDS

Khichdi- the comfort food of our childhood takes on an exciting swirl of revamping of flavours. This time, these twists have been initiated by the FMCG Adani Wilmar. With the ready to eat food products grabbing all the attention, the company has also forayed into the stream, but with an interesting mission. According to the management, if Khichdi was a favourite of Maharashtra, they intend to expand into the regional tastebuds too. For this, they have introduced the Mexican Salsa Khichdi, Bengal Bhog Khichdi, Punjabi Khichdi and many more. Additionally, the final product will be loaded with nutrition as it will sesame seeds, ragi, various millets, flax seeds and various antioxidant-rich ingredients. Not only will there be nutrition, crunch but a melodious best of flavours in each mouthful.





Can Technology-fuelled Restaurants follow Covid-19 norms seamlessly?

If there is a will, we can all sprinkle a little sunshine in a puddle of darkness. Not sure what this means? Read on, dear friends.

Hasn't Covid-19 changed our lives drastically? From masked up lives to restricted movements, the pandemic situation has affected almost all business sectors on the global front.

Restaurants are no exception. They too suffered a loss in the pandemic situation. Almost 111,000 bars closed in 2020

THE TECH SHIFT

Several restaurants have turned to tech to adopt a new reality. In 2021, several restaurants have kept up with digital tools and trends to serve their customers.

Apart from wearing masks and washing hands with sanitizers, some of the innovative technological systems adopted to overcome such issues are:

Contactless Payment

Since 2021, restaurants have

encouraged contactless payment. Though the concept is not new, this mode of payment is more common now.

A customer just needs to use their debit card to pay. Enter their pin, and complete the transaction. It involves no human touch, and it is quick and safe. People can now enjoy fresh restaurant food in the comfort of their homes, thereby helping restaurants not lose their customer base.

It is estimated that by 2025, the entire restaurant business will accept contactless payments.

Digital Kitchen Boards

With a touch of technology, restaurant menu boards can come to life now. Smart business indeed!

With the coming of electronic kitchen display systems, customers can remain tension-free.

Hygienic digital kitchen boards are meant for the kitchen staff to communicate with customers. In simple orders, no human touch, no virus spread, and just virtual food orders are completed.

This tool is directly linked to the restaurant's POS system. Based on customer orders and dietary specifications, orders are recorded and executed. With a real-time food tracking system and innovative displays, restaurants have brought forth a pleasant change in the concept of food orders.

Scan the Menu Card

Heard about Virtual Menu Cards? Both the restaurant industry and food lovers have accepted this futuristic change with much appreciation.

Just scan the QR code of the preferred restaurant, and the menu will pop up on your smartphone screen. Browse, choose your order, enter your details and your order will be processed.

Air Purification Technology

If the love for food and protecting lives must go hand in hand, then the next-gen level of technology is the best solution for the Catering Industry.



It is estimated that by 2025, the entire restaurant business will accept contactless payments.

We are talking about adaptive restaurants that have adopted air purification technology within their spaces.

Air purification technology promotes clean air in the entire room. This technology is harmless-to-humans just like bipolar ionization. Moreover, it purifies the air and surfaces in indoor spaces by neutralizing contaminants. With its promising results, this product has found a market for itself.

Online ordering systems

Online food orders have become an everyday affair ever since Covid-19

came into reality. As there are plenty of eateries, cafes, fast food centres, and restaurants tied to various food ordering apps, customers are spoiled with plenty of choices.

Food lovers can ditch the queues and give their orders on their smartphones. It's smart, safe, quick and, yes, of course, hygienic. Such innovations have even helped new jobs mushroom side by side.

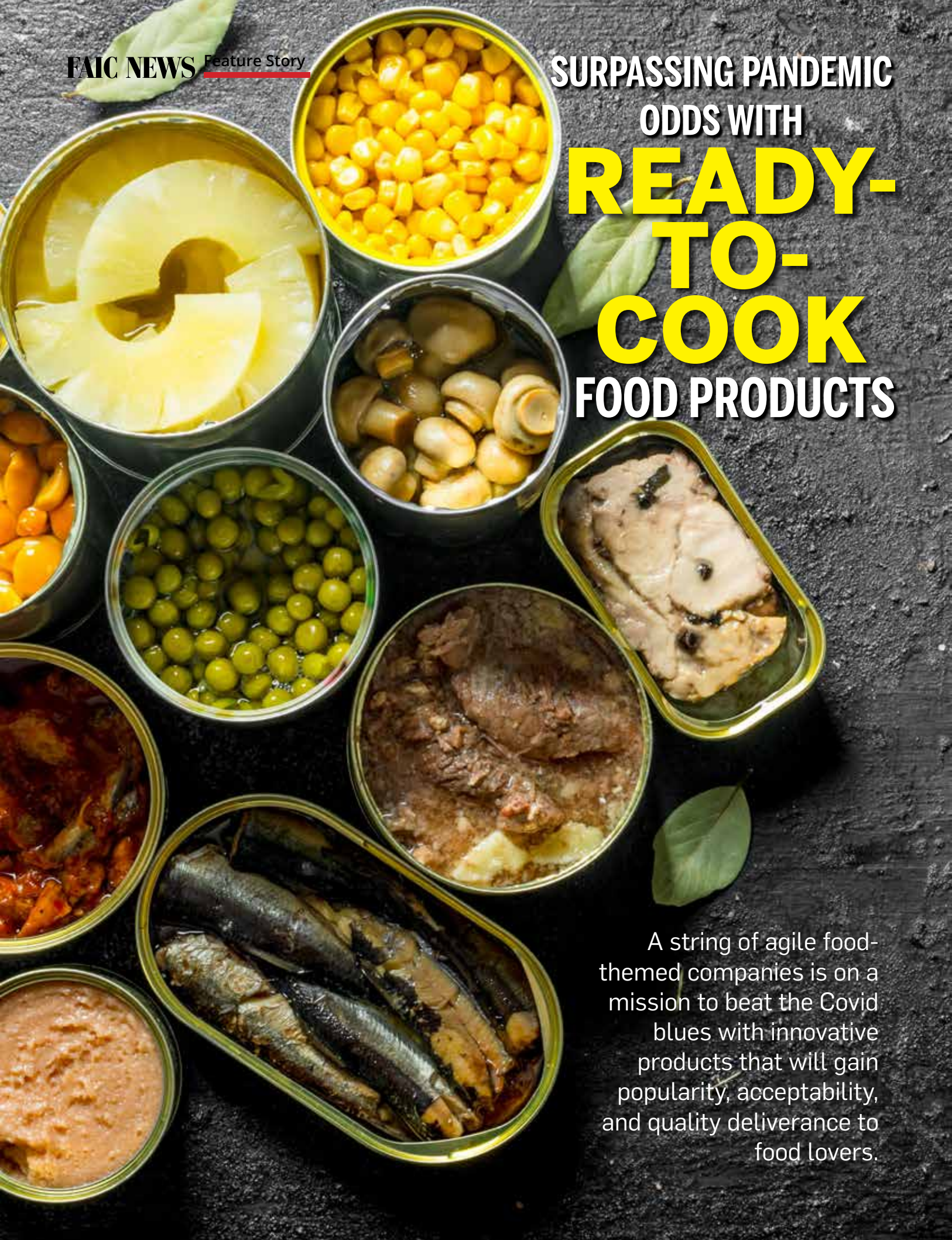
FINAL WORDS

We have discussed some of the important technologies that restaurants are following in the pandemic situation. Even when the Covid-19 pandemic subsides, these technologies will serve our purpose.

Hopefully, more technologies will come to the forefront in the future to cater to the growing expectations of the customers. ●



SURPASSING PANDEMIC ODDS WITH **READY- TO- COOK** FOOD PRODUCTS



A string of agile food-themed companies is on a mission to beat the Covid blues with innovative products that will gain popularity, acceptability, and quality deliverance to food lovers.

Year-end is here, and it is the perfect time to introspect decisions, filter negatives, and optimise the food and beverage industry for a much more prosperous 2022. By the way, COVID may have put a spanner in the food industry, but it's time to resurge with more vigour as the opportunities are plenty.

We, the human creed, are in-built with the genes to surpass the worst of situations in life. Whatever happens, food is one aspect that can keep minds at ease, help regain health, and build immense hope to get on with life.

Considering the present situation, where we are constantly bombarded with one COVID variant after another. Initially, this proved to be a constraint for hotels, restaurants, cloud kitchens, catering agencies, small-scale food groups, etc. However, over time, smart and dynamic food-related businesses have sought out solutions that could help businesses survive and also satisfy the much-needed food cravings of their regular customers.

Introduction of RTC products into the Professional Cooking Scenario

RTC products are better known as Ready-To-Cook food products. Today, they are a much-talked-about topic for food lovers, chefs, restaurants, the catering industry, and the food industry in general.

With Covid looming over normal lives, the new normal is staying inside homes, work-at-home, fewer eating-out rituals, and the consumption of hygienic food. This has inevitably brought a huge challenge to the food industry. But, as we know, every invention or new idea has been spurred by the problems we encounter.

Naturally, over time, the lockdown life has increased people's food cravings. At present, people have access to social media, making them more aware of various types of cuisines. Based on this research, the new-age food industry players have brought forward an array of ready-to-cook foods, ready-to-add masala mixes, and much more.

WHAT'S NEXT FOR THE FOOD & BEVERAGE INDUSTRY?

Over two years (the pandemic phase), with work at home life and an unexpected increase in disposable income, customer choices have changed a lot. Concerning this, two issues surfaced in the general living style.

First, with the growing population of confident, working women who wish to concentrate more on work, family time, and social life, the kitchen becomes a problem maker.

Second, customers have started to prefer healthy food, needs minimal cooking, and, of course, should be hygienically prepared. As people were unsure of the quality of food in restaurants and miscellaneous food stalls, the trend of eating out also kept dying out.

Understanding the need for quick, tasty, and hygienic food, many futuristic foods and beverage companies have branched out into a stream of food products. -the Ready-To-Cook products and food mixes.

RTC PRODUCTS AND MIXES: THE UMBRELLA OF IMMENSE FOOD EXPLORATIONS

This segment of culinary flavours has brought forward solutions after a deep study of their target audience, income ratios, and customer perceptions of this concept.

Since consumers are also new to this, the exact type of product that will achieve success in the market is uncertain. But, you know, a little experiment is the risk taken to take off any dynamic business venture.

Today, you can see plenty of RTC products dotting the aisles of supermarkets, hypermarkets, and even local stores. Plus, consumers can even buy them on eCommerce platforms like Flipkart, Amazon, Blinkit, and so much more.

PROMINENT READY TO COOK PLAYERS IN THE INDIAN MARKET

The major crowd-pullers in this sector are a handful, and they have been pleasing their customers ever since the lockdown began. Companies like Veeba Foods, Licious, Jubliant Foodworks, Amul Ready to Eat Foods, and many more.

Adani Wilmar, the company that popularized Fortune edible oils, has ventured into ready-to-cook khichdi with a vision to bring in the youth segment who crave mothers' cooking during the lockdown. Similarly, Licious has been venturing into a lovely spread of non-vegetarian products that would satiate this segment of food lovers. However, MTR Foods, Nestle, ITC, Mc Cain, and Godrej are dominating this segment with their batters, frozen products, instant foods, cold desserts, and tasty bite-sized snacks.

CHALLENGES THAT NEW AGE FOOD STRATEGIES MAY INCUR

Unboxing new ideas is always a headache, and the same goes for RTC foods. Some challenges

Deep Focussed Research : Nothing grows without research. If the product is to be successful, it must first research consumer demands, identify the best markets to sell in, and plan accordingly. Knowing which products will hit the market well has to be identified after repeated surveys and experiments.

Investment : RTC projects have to be backed by huge investments. From cleaning, powdering, preserving, and blending ingredients without losing aroma and flavour, there is a lot of work behind the scenes. Expensive equipment, good quality raw material procurement, trained employees, and intensive research will occupy a major part of their investment plans.



Marketing : Standing out in the crowd is a feat. With the growing number of players in the market, staying in the minds of consumers and encouraging them to come back for repeated purchases is easier said than done. For this, a huge budget and a ton load of creativity are needed for marketing.

Packaging : People say, Never judge a book by its cover, right? Although, in packaging, everything depends on an attractive, sustainable, cost-effective, relatable package. Whether it be ready-to-use curries, powders, or soup mixes, people should be able to handle them easily and even readily identify them in supermarkets. Being minimalistic is fine, but not boring.

UNFOLDING TARGET CUSTOMER BASE EXPECTATIONS AND DEMANDS

Over the past five years, the normal consumer has changed, and in fact,

the pandemic has changed man even further! RTC foods have been loved by consumers all over India, irrespective of culture. This is because

Less Kitchen Drama : Women wanted to ease the daily chores in the kitchen. Previously, if they needed to make a butter paneer masala, they had to gather all the ingredients, cook them, and puree them. Today, the situation is way different. They have the luxury of purchasing a packet of ready-to-cook masala mix. All they need to do is heat a pan, add butter and fresh paneer, mix, and cook for 10-15 minutes. Serve hot, no stain, and no time waste. Plus, it is fresh, healthy, and delicious.

Convenience : If they need a quick midnight snack, just take an RTC product and prepare it in minutes. With the entry of such ready mixes, the youth who have shifted to urban areas have benefited the most. They can enjoy the comfort of home-cooked food with authentic Indian flavours just like their mothers made it. It is so convenient and needs no experience.

Long-lasting : They are prepared with the intention of lasting. This is particularly useful for chefs, restaurants, and cloud kitchens, who can order batches of powder and masala mixes to prepare fresh food for their clients. Today, if you need the authentic Rasam or the Dal Makhani mix, these packages will give you the real flavour of each region. They are safely packed in tight, sterilized pouches that can be used and stored for a reasonable time.

Perfect for Travelling : Got to travel to a place where you do not want to eat outside? With RTC foods, there are no hassles today! They have a collection of open, heat-and-eat tasty foods. These include Rajma curries and curd-based foods. All are packed in clean foil, microwave safe and contain all the nutrients. All you need is to devour them at your own pace and comfort.

HANDLING FOOD SAFETY NORMS STRATEGICALLY

The Ready to Cook segment has the scope of export and goes beyond the culinary boundaries of fresh foods. Therefore, they have to pay heed to the list of quality management systems used in this niche.

Quality certifications from BRC Global Standards, FSMS, ISO 9001, GMP (WHO/EU Norms), FDA, HACCP, FSSC 22000, and ISO 22000 have to be procured and maintained. Apart from that, the raw material sourcing, storage quality, moisture content, presence of dirt or inedible materials have to be checked in the stocks.

REFLECTING INNOVATIVE CULINARY PLAYERS' OUTLOOK

For those who venture into RTC foods, a gentle reminder would be that it is way bigger and more dynamic than the unorganised sector of the Indian food industry. Today, we have a plethora of small sweets makers, catering professionals, and cloud kitchens that meet consumer demands in a planned manner. But RTC needs more long-term plans that will help them survive the food-related concerns of consumers.

When looking at consumers, it encompasses a wide basket of restaurants, hotels, makeshift stalls, events, catering parties, and the general public. The needs are varied and the determination to meet expectations and solve challenges should be inherent in each person who enters this business.

ON A FINAL NOTE

It is a fact that the food processing industry is still at an infant stage in India. But, with the huge population and more streamlined logistics, the Indian food industry has the power to come up with excellent RTC products that would meet both Indian and International culinary expectations. ●



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CELEBRATE





“RTC products are the best option in times of ingredient shortage”

– **CHEF ANIL KHURANA**

Corporate Chef - Hyatt Regency

Renowned Chef Anil Khurana, Hyatt Hotels reflects on his culinary experience with ready-to-cook products and its penetrations into Indian cuisine in the coming years.

A born star in the kitchen, Chef Anil Khurana curates magic and perfection in each dish that needs a thoughtful blend. He shares his views on how ready-to-cook products can be a chef’s best friend in the days to come.

Are ready-to-cook food products acceptable in the professional culinary market, in your opinion?

Ready-to-eat food products are processed to reduce cooking time

and help people consume tasty food right at home. Each Indian palate craves a distinct taste as I personally love preparing fresh food that woos my customers.

The RTC food market has two categories: Frozen & Non-frozen. Which RTC category is most popular in the hotel and restaurant industry?

We use frozen RTC products like frozen french fries, potato wedges, mixed vegetables that save our time. We also add non-frozen items like Khoya, cream, and Paneer in our daily fresh cooking,

Under what situations would RTC products be a useful alternative to consider in hotel cooking?

In case of a shortage of fresh ingredients, RTC products are the best option.

RTC Products are cost-effective and quick-cooking solutions for all.

RTC’s Curry Mix product category is booming and will hotel and restaurant industries use them?

Though historically chefs prefer making from scratch, as lifestyles are changing, it is quite natural that RTC products can do justice to the consistent flavours that our customers expect to enjoy.

Consumers always prefer freshly cooked meals. Can RTC products maintain the taste while also providing nutritional value?

On one hand, RTC foods have preservatives to facilitate long shelf lives. On the other hand, customers can enjoy fresh food, made from RTC foods that offers consistent flavours. Though nutrition will be reduced compared to fresh foods, it maintains a certain level as per standards.

What are the pros and cons of adopting RTC, in your opinion?

Highly cost-effective and quick-cooking solution for working professionals and students.

What factors do you use when deciding which things to purchase for your hotel?

It should be fresh, top-quality, and in line with the hotel budget.

In India, what does the future hold for RTC products?

Definitely holds a bright future, owing to people’s preference to prepare and enjoy home-cooked meals in the least time, money and all-year availability of resources. ●



“

Our target is to widen our presence in both the domestic and international market by adhering to the strictest quality control standards, innovative expansion and give our consumers value for money. Understanding market demands is an important arrow on our roadmap.”

– Akshara Bisht
Director, SPF

Sankalp’s preservative-free foods driven to meet diverse food cravings of India

The SPF group has introduced innovative strategies to meet the culinary favourites of various states of India with quality, preservative-free, and hygienic packaged foods.

Since 2015, Sankalp Packaged Foods (SPF) subsidiary of the Sankalp Group, has been a key player in India’s packaged food industry. With over four decades of expertise, they have earned a prominent space in the HoReCa industry.

Focussing on institutionalized sales targeting Chefs, Restaurant Owners, 5-Star Hotels, Industrial Caterers, Canteens, QSR owners, Multiplexes. Considering the uptick in frozen food demand in the retail segment, they have introduced high-quality frozen products and ready to cook range with more than 150 innovative products.

SPF brings forward an array of preservative-free products covering authentic Indian cuisine. They prepare appetizing, freshness-preserved, vegetarian and will also include Jain products soon. It includes Ready to Eat, Heat & Eat, Frozen Foods to Instant Mixes. SPF repertoire offers a selection of Indian flavours like South Indian curries, chutneys, snacks,



batter, parathas, naans, North Indian gravies, lentils, rice variants, chaats, instant mixes, masalas, Chinese and Continental cuisine items.

Under the able leadership of Dr Kailash Goenka, Chairman and Managing Director, SPF has over 200 successfully operating restaurants across the globe like the U.S.A, Canada, U.K., U.A.E, and Australia. It is a highly diversified entity in Hospitality, Packaged Foods, Manufacturing & Distribution, Exports, Hoteliering and Real Estate and became a household name today.

SPF’s state-of-the-art R&D and manufacturing facility in Mehsana, Gujarat, is equipped with the latest automatic machines for food preparation and maintaining fresh, premium quality products. It has hygienic, sophisticated packaging that abides with International standards. With manifold certifications such as US FDA, FSSAI, ISO 9001, ISO 22000, GMP, HALAL, GVCS, SPICE Board, Coconut Board, and APEDA, SPF has emerged as one of India’s leading exporters. ●

Post-Covid Era welcomes the Ready-To-Cook Food Market in India

Ever since the Covid-19 outbreak and the complete lockdown, the food industry has been adversely impacted. People feared issues like sanitization, food safety, and the spread of the virus. Consequently, that reduced eating out and online ordering of food. But still, the craving for good food never disappears. That gap was adequately filled by the ready-to-cook food sector. Undoubtedly, the public welcomed the idea, and the statistics show a positive surge in this segment.

Covid has brought a massive hit in the food industry. Still, the ready-to-cook segment has unfolded a strategic business opportunity that looks promising and useful even during the Post-Covid Era

HOW DID READY-TO-COOK FOOD COME INTO THE SPOTLIGHT?

Rise in urbanization and disposable income

In 2019, this market in India stood



at INR 2100 crore. By 2024, the expected growth rate is estimated to be about INR 4,800 crore.

Readymade food is divided into two sections: frozen and non-frozen RTC food products, in which frozen food occupies a heavy share of the market at present. Nonetheless, non-frozen RTC products are anticipated to grow faster than frozen RTC products, and the mix of both non-frozen and frozen foods should grow from 73%:27% in 2019 to 70%:24% by 2024.

The rapid shift from Tier-2 cities to Tier-1 cities and metropolitan cities has helped build this segment as well. Owing to rising urbanization, lifestyle changes, nuclear families, double-income households, and a young working population, people have preferred convenient food habits.

Such RTC food products are safe to consume, quick to prepare and affordable. Therefore, its entry was an instant crowd-pleaser.

Prominent brand domination

Established companies have entered the frozen and non-frozen RTC markets. Domestic brands like MTR and GITS have strategically entered the non-frozen branch by adapting and delivering regional tastes in different parts of the country.

The leading names in packaged

food, such as ITC, Nestle, and Kohinoor, are increasing the variety of deliverable products. Due to this, they are a potential threat to food delivery companies currently competing in the market.

RTC FOOD MARKET SEES AN UPTICK

Though Covid still has no plans to leave, the business needs to move on, adapt, and survive. With social distancing and masking as the only precautions advised by the health advisory, people still need to be careful.

Major food start-ups have risen, providing packed home delivery of groceries and ready-to-cook foods like cookies, canned food, and cereals.

Here are some major points that can be observed in the aftermath of COVID in the ready-to-cook food market:

- ❖ According to RedSeer Consulting and Research, there has been a 61% rise in consumer spending on home-based cooking products. Dining outside has also been reduced considerably to prevent the spread of the virus.
- ❖ The Gujarat Cooperative Milk Marketing Federation, the Amul brand owner, informed us that the sale of packed sweets has risen by a considerable margin.



- ❖ Vivek Gupta, the co-founder of Licious, stated that the demand for packed food has greatly risen. He mentioned that consumers are now looking forward to better quality and safer food products.
- ❖ E-commerce platforms are supplying packed food and other edible products. Websites like Amazon Grocery, Blinkit (Grofers), Milkbasket, JioMart, etc., have made a huge profit through delivering groceries and ready-to-cook food.
- ❖ The co-founder of Blinkit, Saurabh Kumar, mentioned that the platform had seen a 1.7 times increase in the sale of ready-to-cook foods. The sales graph has been continuously progressive ever since the lockdown.

Packaged food industries have utilized the outbreak of COVID as a profitable opportunity to flourish. Since the outbreak, the importance of ready-to-cook food has significantly gained a reputation worldwide.

Positively continuing the growth, these industries are now developing a diverse range of food products that can be delivered and are convenient to store and eat. The need for such products will be sustainable as long as there is a marginal impact from COVID. ●

“Blinkit, previously known as Grofers has witnessed a 1.7 times increase in the sale of ready-to-cook food products.”



Could Ready-To-Cook Food Products be a Solution for the Catering Industry?

The catering industry can revive from the pandemic losses with smart resource management and the first step would be to use Ready-To-Cook Food Products.

Food Connoisseurs have always welcomed the idea of great flavours, healthy foods recipes and convenient cooking. Today, even smart entrepreneurs from the Catering industry have found that Ready to Mix, Ready to Cook Foods are particularly useful for them.

With the onset of the pandemic, the food and beverage industry have re-structured their food management, optimization plans to reduce losses and wastages, A practical answer to their food issues is these RTC/RTM/RTE product lines. Of course, each idea has its fair share of merits and demerits; and depending on the size of the catering firm, employees, and budget management - a choice has to be made.

WHAT DO READY-TO-COOK AND READY-TO MIX PRODUCTS INCLUDE?

In short, they facilitate easier, fresh, healthy cooking. The Ready to Mix products include a large variety of products like chutney powder, dosa/ idli batters, khichdi mix, Gulab jamun and other Indian sweet mixes, tomato powders, mixes for rasam, dal makhani, biryani mix, butter chicken, Manchurian recipes, noodle tastemakers, curry mixes and so much more.

All a chef needs to do is mix the required portion in water and add this slurry to the gravy. It is simple and helps the chef prepare within a matter of minutes.

In the case of Ready-To-Cook products, it includes well-packaged dishes prepared to perfection, Customers need to just open the packet, heat them in a microwave and enjoy hot. Now, this is great for youth people, college students and bachelors. But today, if you are

managing a solo food truck business, such packets would save your day.

Today, the market offers Butter Chicken, Butter Paneer, Shahi Gobi, Rajma Masala, Dahi-based dishes, Mixed Veg Korma, Mutton preparations, parathas half-cooked chapatis and whatnot. You will find them hot, fresh, and bursting with authentic Indian flavours.

Of course, there are Ready-To-Eat mixes that are great who cannot cook while on the move. These include Instant poha mix, instant noodles, breakfast cereals, Indian snacks that need no cooking, baked muffins, cakes, croissants etc. Most of them can be enjoyed cold. While certain things like noodles and soups are dehydrated and need to be soaked in hot water before consuming.

The Cons of the RTC/ RTM for the Food Industry

- ✦ **Expense:** The packets are slightly more pricey than the raw materials as there is a lot of processing involved.
- ✦ **Taste:** For those chefs who love to add their distinctive touch to the dish, the RTC products will not give much space for additions. The product is meant for quick cooking.

The Pros of the RTC/ RTM for the Food Industry

- ✦ **Ease of Use:** You just need to open and use the powder mixes. It is convenient and can be used even by beginners.
- ✦ **Cost-Effective:** Caterers can purchase large batches of mixes at good prices. Instead of spending on expensive, perishable raw materials, this is a viable option.
- ✦ **Hygienic:** Since the manufacturers prepare, dehydrate, powder the products as per the food hygiene laws, it is even better than the local unorganized cooking stalls at times.
- ✦ **Long Shelf-Life:** They are meant to be used for a long time and



“ Ready-To-Cook products will be the futuristic answer for caterers to manage stocks, take orders, and streamline their resources smartly. ”

therefore, you do not have to have to worry about the perishability losses. With the pandemic, sudden lockdown caused huge losses as raw materials got stale. With RTC products, this risk can be stopped.

- ✦ **Well-Packaged:** All products are well-sealed to avoid external pests, dust, and virus attacking the final product.
- ✦ **Consistency of Flavours:** You can be assured that every packet you open will be filled with masala mixes that have a consistent aroma, flavour, colour, and texture.
- ✦ **Quality Ensured:** As they abide by food quality and safety regulations, the RTC products will be the perfect choice to add to your culinary catering requirements.

ARE YOU A SMALL-SIZED CATERING STARTUP?

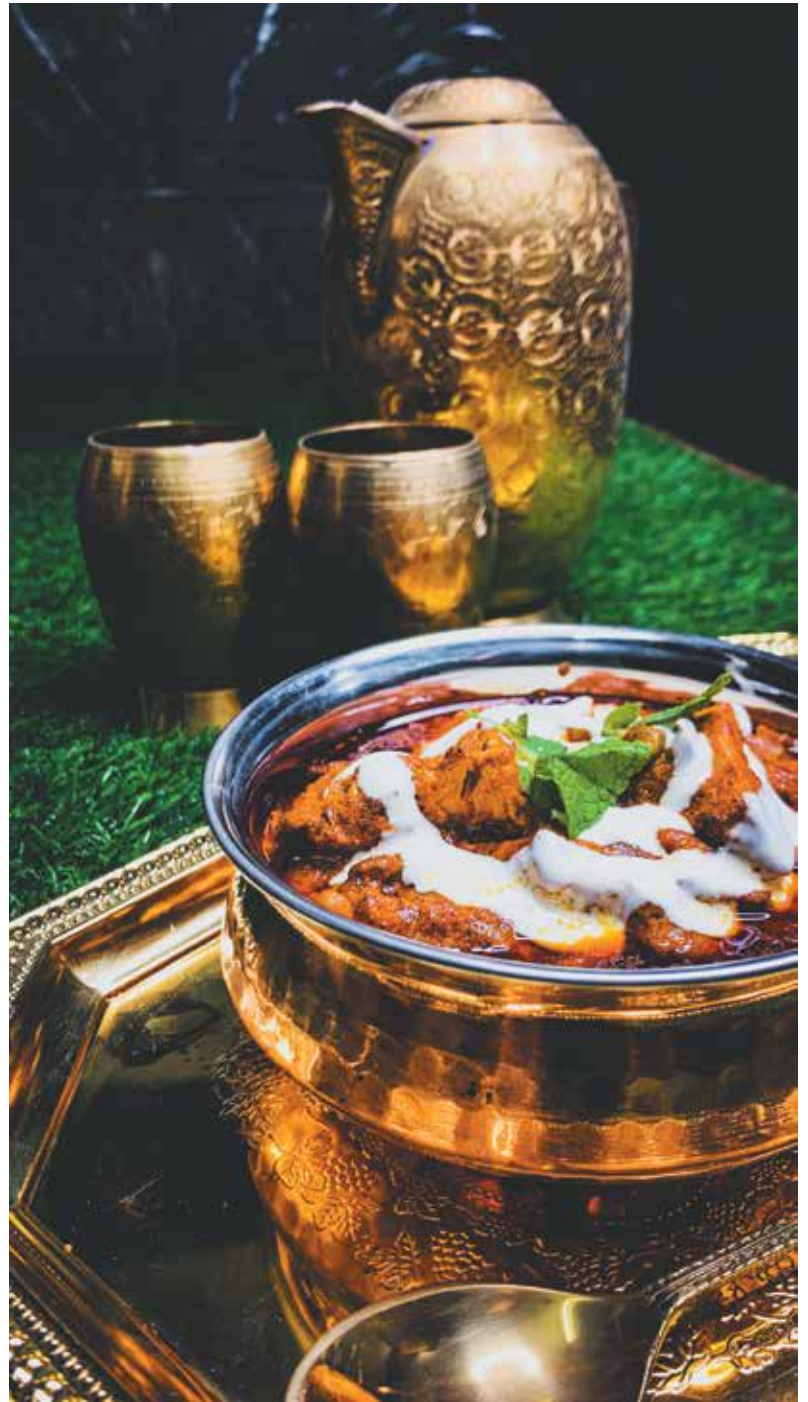
We additionally felt if you are a small catering company running with a staff base of fewer than 10 people, this is a great option. It saves costs in the long term. For instance, you do not have to employ people to wash, chop and cook your vegetables. One cook can handle all the dishes with the readymade mixes and he can have an assistant to do the cleaning up works. Share your thoughts on the same.

Choose wise and move with the trend. ●

FOOD SERVICE INDIA

Every Chef's Kitchenmate for Innovative Cooking

With new-age technologies, far-sighted research, the Food Service Group has partnered with the food and catering industry to streamline culinary excellence.



Food Service India, one of the leading F&B solutions providers, is committed to aiding their HoReCa customers to run profitable businesses. Presently, they provide over 300 products that can be used for various cuisines and meal courses. Their robust R&D team brings forward innovative food & beverage solutions and over 10000 HoReCa partners have benefited from their innovative products and services.

Exclusive Product Range

Their Indian base gravies and sauces include Onion Tomato, Tomato Makhani, White & Yellow base, Biryani, Chettinad, Roganjosh and Salan. In the Chinese segment, they have Schezwan, Manchurian and Honey Chilli Sauce.

Dal Makhani

Chefs can reduce their cooking time for preparing this popular Indian dish. They just need to add the pre-cooked lentils, spices from the package, add water, seasoning as per preference, butter or cream and boil until the desired consistency has been attained.



Brown Gravy

With a readymade sauteed onion paste, this gravy will take Mughal and Indian gravies to the next level. Add seasonings as per the recipes and the dish will be ready in minutes and chefs can save time on chopping, and saute onions.



Coastal Curry

Indian fish curry from the Western coast cannot be prepared without this authentic masala. The ready to use gravy has the right blend of sour, cream, sweet and salt to give every fish dish that lip-smacking balance of flavours.



Hyderabadi Salan Gravy

Called the Mirchi Ka Salan or Curried Chilli Peppers, this rich gravy is prepared with chillies, peanuts can be reheated and served with Hyderabadi biryani and Dahi (curd) Chutney.



“Food Service India gravy bases are meant to leverage a Chef’s Signature dish cost-effectively and consistently”

PRODUCTS FOR EVERY COOKING STYLE

They strongly believe that their products like Indian gravies, continental sauces & different kinds of base gravies can help chefs focus more time on the final product. Their product lines are meant to reduce the preparation time of the cooks. Thus, the Food experts can be assured of consistency in flavour, taste and colour every single time. Over the years, they have been complimented for good quality gravies and sauces.

WHY USE FOOD SERVICE INDIA?

Processing Quality: With the help of Retort Technology, all their gravy formulas have been hygienically processed and packed. Each pack includes a 4 layer pouch for retaining freshness and higher shelf life, of 1 year, in ambient condition.

Wholesome & Natural: They ensure that no artificial colours or flavours are part of the making of any sauce or gravy.

Signature Dishes: It is perfectly designed not to dominate the Chef’s dish but rather retain his signature taste every time, allowing the Chef more time for value addition.

Cost-Effective: With continual research and interaction with chefs, their solutions have proved to reduce direct costs by 20%, thereby helping in controlling wastage and labour.

Uniformity: Every pack of sauce or gravy has been prepared in a calculated manner, thereby helping the final product to be always flavourful and hygienic. ●

Own a food-based business?

Keep track of the Food Legislations

Food cleanliness in every food-making space needs to be abided by a stringent set of government regulations. To avoid the hassles, train your employees in advance and improve the overall quality of your food business.

The specific legislative standards may differ significantly from country to country, but the underlying principles of food safety are mostly based on the Codex Alimentarius.

The standards can be adapted to the size of a business, making it easier for small businesses to comply. Local agencies in charge of inspecting enterprises for food safety and enforcing legislation will assist you in developing procedures and paperwork that are appropriate for your company.

HACCP

HACCP stands for Hazard Analysis and Critical Control Points, and it is based on seven core concepts for identifying, analyzing, and controlling food safety hazards.

One of the most important requirements for making and storing safe food is to follow HACCP standards (Hazard Analysis and Critical Control Points). Although HACCP was originally designed for the food processing industry, even small food handlers like restaurants, bars, and cafes should follow processes based on it. It is also a legal necessity in several nations.

To account for the increased complexity of food preparation in restaurants, the FDA advises applying the Process Approach to HACCP in the retail and hospitality industries. The Process Approach splits food flows into broad divisions



based on the steps of food preparation, then analyses and manages each category.

HOTEL AND RESTAURANT PREMISES

Premises are the structures and rooms used for food processing and storage. They must be kept clean and in excellent working order. The design must provide adequate space for working and maintaining hygienic practices. Facilities for the prevention of dirt and mould build-up and the safe handling and storage of food should be taken care of.

The location should provide:

- ✦ Staff restrooms and handwashing stations
- ✦ Kitchen and toilet ventilation
- ✦ Lighting
- ✦ Drainage for bathrooms and kitchens
- ✦ There are facilities for employees to change their clothes.
- ✦ Cleaning chemicals, disinfectants, and other chemicals are kept in storage.

HOTEL AND RESTAURANT STAFF HYGIENE

Employees who operate in food-handling areas must maintain good personal hygiene. They ought to be trained on factors that can lead to food contamination and cross-contamination. Staff training may be required by law, such as the Food Safety Modernization Act in the United States.

FOOD EQUIPMENT USED IN RESTAURANTS AND HOTELS' KITCHENS

All equipment that comes into contact with food must be manufactured using appropriate materials, maintained in good working order, cleaned thoroughly, and installed in such a way that cleaning may be done around it.

FOOD WASTE

Food waste must be removed as quickly as possible from the food preparation area. Adequate containers that can be handled by trash disposal services should be arranged. Easy cleaning, pest elimination, and quality containers are needed. Hygiene and

Based on the number of times food temperature enters the "temperature danger zone" of 41–135°F (7.2–57.2°C), the Process Approach specifies three preparation processes:

Process 1

Food preparation with no cooking stage: this includes salads, cheeses, deli meats, raw oysters, burger meat, and steaks.

eg Receive --> Store --> Prepare --> Hold --> Serve

Process 2

Cooking and holding hot: food preparation for same-day service.

eg Receive --> Store --> Prepare --> Cook --> Hold --> Serve

Process 3

Complex food preparation: large-scale cooking for the following day's service.

eg Receive --> Store --> Prepare --> Cook --> Cool --> Reheat --> Hot --> Hold --> Serve

environmental requirements must also be followed when disposing of waste.

HOTEL AND RESTAURANT STAFF TRAINING

Ignorance is no excuse, and the management must train food-handling personnel about food hygiene.

It is wise to follow these guidelines to ensure your customers' health and the longevity of your food goods and goodwill.

THE FOOD PROCESS APPROACH FOR RESTAURANTS AND HOTELS

The FDA recommends using the Process Approach in the retail and hospitality sectors. Apparently, this helps to manage restaurant food preservation and preparation systematically. The process optimizes small businesses' ability to use minimal staff and control hazardous situations in such busy environments.

The Process Approach splits food flows into broad categories based on the phases involved in food preparation, analyses the dangers, and places controls on each category (Food and Drug Administration, 2006). For instance, receiving, storing, prepping, cooking, cooling, reheating, holding, assembling, and serving are operational steps.

FOOD SAFETY GUIDELINES

Food safety is the process of properly preparing and storing food to avoid foodborne illness. It is wise to follow these guidelines to ensure your customers' health and the longevity of your food goods and goodwill.

- ✦ Regularly wash your hands.
- ✦ Fruits and vegetables should be thoroughly washed.
- ✦ Sanitize everything.
- ✦ Avoid cross-contamination
- ✦ Store and prepare food at a safe temperature.

By implementing basic food safety standards, you can protect your restaurant's reputation and reduce the spread of foodborne illnesses. ●

KARAMAT'S RTC SEGMENT

A Smart Initiative for Chefs

FSIL, one of the leading wholesale food suppliers speaks about its innovative plans of RTC food manufacture without losing Indian ethnic flavours.

KARAMAT BENEFITS

Karamat allows chefs to add their own signature flavour to a particular dish. Chefs are relieved of other chores like chopping, washing, etc. Their attention is focused on bringing forward unique dishes that customers love. This mantra has helped build a strong customer base. We believe - To attain competitive advantage, affordability and premium quality should be optimized.

Ranging from basic Indian flavours to exotic blends, Karamat gives chefs a wide range of products to choose from. These water-soluble powders or purees help the chefs prepare the most authentic and genuinely palatable food quickly.



FOOD SOLUTION (INDIA) LIMITED

MISSION

At Karamat, we are committed to bringing excellence in the field of cooking by manufacturing products that help maintain consistent quality with cost-effectiveness.

VISION

Through our worldwide distribution network, we strive to bring to you customer friendly cooking systems and products that yield consistent results in less time.

INTRODUCTION

In 1990, Karamat began a legacy in the convenience packaged food segment in India. Although our

growth is based on constant evolution and innovation, we stick to recipes that signify Indian traditions, culture and cuisines. Our products are a blessing for commercial kitchens, as they save time and enable the chef to retain their signature style without compromising on quality.

Karamat, a flagship brand of 'Food Solution (India) Limited (FSIL)', has pioneered the manufacturing of Ready-To-Cook products in India. Today, Karamat is the most trusted wholesale food supplier for Hotels, Restaurants and Catering service providers. Driven by the latest technologies, conceptual innovations and effective teamwork, Karamat delivers distinctive taste to distinguished chefs.

*“Ethic First
Quality Must”*

OUR MANUFACTURING FACILITY

They possess a state-of-the-art food processing unit with R & D facilities, 7000 sq. yards manufacturing unit (Kalol, Gujarat), and a Quality Control Lab, that adheres to global standards. The capacity is designed to meet large scale domestic and international market requirements. ●



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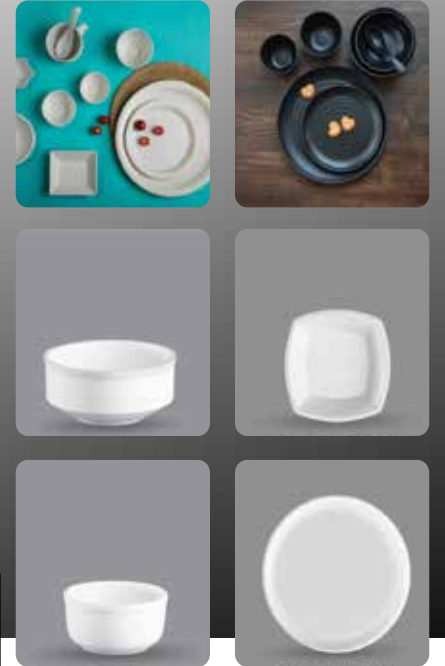
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What principles are the foundation for a perfect Commercial Kitchen Design?

A lot of decision-making goes into the creation of a Commercial Kitchen Design. Get the hang of must-have principles so that you too are the owner of a kitchen that is safe, stable, and convenient.



Having the right kitchen is the turning point for every culinary entrepreneur. Check out the key aspects to be noted while designing and implementing your Commercial Kitchen Design.

COMMERCIAL KITCHEN LAYOUT

Among the most important targets of any commercial kitchen is to make its operations seamless and profitable. Both guests and employees benefit from a smooth flow of materials, jobs, and team members. It isn't a piece of hardware or a particular approach that can be implemented. Rather, it's a set of interconnected core ideas, and each detail can promote or reduce the performance of each activity.

Many people associate "commercial kitchen" with stoves, grills, fryers, and possibly frenzied, irate cooks barking instructions. It may be true, but a truly commercial kitchen is far more than the equipment or people involved.

When opening a new cafe or re-designing an established one, you should carefully consider your kitchen design. A badly built restaurant kitchen can wreak havoc and potentially result in injuries. We'll go through aspects of designing your commercial kitchen's arrangement, how to improve your workflow, as well as the six culinary design concepts in this post.

THE PRINCIPLES OF COMMERCIAL KITCHEN DESIGN

Irrespective of what kind of

foodservice operation you have, there are six standards to follow when designing a commercial kitchen, as per the Certified Food Service Workers manual:

- Modularity and adaptability
- Simplicity
- The flow of Materials and Personnel
- Ease of Sanitation
- Ease of Supervision
- Space Efficiency

MODULARITY AND ADAPTABILITY

Multi-use workstations or



transportable equipment can provide an adjustable work environment. Perhaps you revamped the menu and introduced new items, or you recruited a new management chef with a different approach than the previous one. This setup will help you manage well.

SIMPLICITY

Kitchen clutter, which causes confusion and poor cleanliness,

Both of these are detrimental to a food service company. Help design a kitchenette with minimalism in mind to maximize space and efficiency.

For example, placing server stations near the kitchen reduces trips across the dining table, while flexible or drop-in gear removes certain corners and edges, as well as superfluous shelves. Furthermore, picking the appropriate equipment and only needing the bare minimum of extras will save you both room and money.

FLOW OF MATERIALS AND PERSONNEL

The workflow cycle of a kitchen matters a lot. It would be hectic, yet void of confusion.

A kitchen with an organized all-around substance flow and staff will have a logical structure. with no backtracking of employees or materials. To put it another way, the kitchen will work circularly.

For example, refrigerated and dry storage areas should be close to the

“ A kitchen with an organized all-around substance flow and staff will have a logical structure. with no backtracking of employees or materials. To put it another way, the kitchen will work circularly. ”

receiving area, while trash dumping and washing facilities should be kept distinct from the food preparation section. On one side, finished meals will leave the kitchen, while soiled utensils will enter. Following this rule not only maintains the place clean as well as the food-safe.

EASE OF SANITATION

Having a kitchen designed for cleanliness is essential, as restaurant personnel spends the majority of their time washing the kitchen. Install wheels on your work tables and gear, so you can relocate them when washing the kitchen floors.

The most essential, however, is the food safety and sanitary regulations to be followed by every foodservice facility. Handwashing facilities, for example, must be provided in every location where food is produced. They must be sanitized regularly and not be utilized for storage. The same is true of trash disposal areas. To ensure that your kitchen conforms to local codes, do some research.

EASE OF SUPERVISION

Whenever it comes to kitchen management, the head chef has a lot on his plate. In addition to supervising the kitchen crew, he or she finishes dishes, prepares menus, orders supplies, supervises food quality, and assures that equipment is working properly.

An outdoor kitchen with few partitions leads to improved visibility,



movement, and communication, making supervision easier for your head chef or manager.

SPACE EFFICIENCY

Because most hotels have limited cooking space, you'll have to work out how to fit all of the equipment needed into your small kitchen. Tabletop gear and other tiny products are required when creating a small kitchen for food vendors or concession stalls.

Consider what items of hardware are required in conventional kitchens with limited space. A light-duty tabletop fryer, for example, is preferable to a large floor type if

you're just going to be frying dishes a few times a day. Make sure not to go too far with the space-saving, since a kitchen that lacks the necessary equipment can drastically impede your productivity.

CONCLUSION

Putting together a well-thought-out kitchen style before acquiring equipment and planning a layout will help the business succeed. A well-designed commercial kitchen can make your workers' jobs easier, improve the flow of your kitchen, and even avoid kitchen failures. ●



THE PROMISE OF GOOD TASTE AND GREAT QUALITY

WITH WIDE RANGE OF GRAVIES & MARINADE MIX



Karamat helps maintain the consistency of the dishes, so that chefs can focus on innovation and creation. Our standardized and exact mixes ensure that chefs can devote more attention to other aspects of preparation, while the quality is maintained throughout. Assured uniformity in every batch and the same great taste all year round!

Enjoy the Spectrum of Taste

More than **52** Varieties to choose from



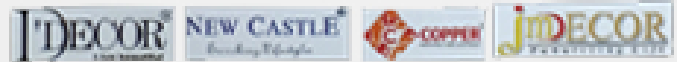
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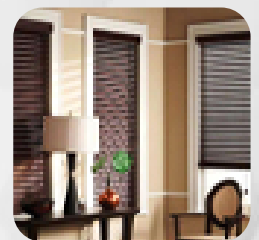
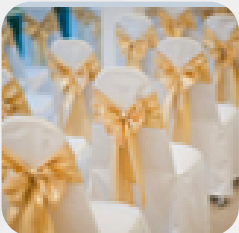
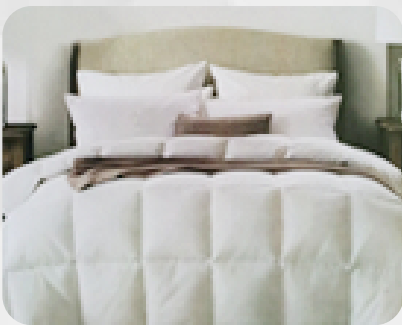
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Revolutionizing International meats into main-stream dining

USA Poultry & Egg Export Council unfolds the scope of including unconventional non-vegetarian meats into Indian cuisines.

USA Poultry & Egg Export Council (USAPEEC) members are world-renowned for their premium quality poultry products. American poultry with its range of chicken, turkey, ducks and eggs provide a wholesome nutritious meal on every occasion. Whether savouring a sandwich or relishing an exotic curry, these products add a new dimension to an existing traditional cuisine while providing exceptional health benefits in the form of proteins, minerals and other important nutrients.

While chicken and eggs are already a big part of Indian consumers' food habits, especially with the young and among the fast-paced working-age group, the globe-trotting (both virtual and actual) individuals are also aware of delicacies made of duck and turkey. Slowly but surely, these products are taking roots in everyday affairs as well as exquisite special-day spreads and are a perfect fit for the catering industry.

Roasted whole turkeys are traditionally served during North

“The versatile Indian cuisine can immaculately incorporate Indian spices into meats like duck, turkey and chicken so that food lovers can savour meals on the most healthy platter”

American festivals, turkey cold cuts are popular as delicatessens, and turkey dishes are found on the menus of fine-dining restaurants the world over. Turkey can be easily incorporated into our Indian daily diet too by trying different variations in gravies, kababs, biryani, sandwiches and more.

Turkey as lean meat provide an excellent source of protein and the exceptionally hygienic packaging and ready availability make it a 'go-to' choice for pepping up any meal.

Low in cholesterol and saturated fat, Turkey is a good source of niacin, tryptophan, and vitamins B6 and B12.

The versatile Indian cuisine can immaculately incorporate Indian spices into meats like duck, turkey and chicken so that food lovers can savour meals on the most healthy platter.

Duck is nutritious and versatile meat too and is gaining attention in India because of its rich flavour and taste. Many traditional and regional Indian cuisines can be given a delectable twist with duck meat.

Food safety is the highest priority among USA Poultry and Egg Export Council (USAPEEC) member companies. U.S. Poultry is subject to stringent poultry inspection requirements enforced by the U.S. Department of Agriculture's (USDA) Food Safety and Inspection Service (FSIS). USDA is regarded as the highest on food inspection in the world.

While the world is still reeling under the devastating effects of the pandemic, it is imperative to note that the importance of eating healthy and making hygienic choices has come to the fore like never before. And USAPEEC delivers on the promise of both health and hygiene like no other making the products the best choice. ●

Know It All

The Perfect Event Catering Checklist

An event is never complete with a well-planned catering checklist. We have done the homework for you - right here this time. See if your upcoming catering event has included all these materials, coupled with a welcoming smile for your guests.

Have an event around the corner? Up your catering game and that will certainly be the success of any public function. Food revolves around warm relationships, and that brings clients, guests, caterers, chefs, and event managers under one roof.

Plus, when you team it up with excellent guest service, the catering experience elevates into a positive realm of happiness and progress.

THE CATERING CHECKLIST

Whenever it comes to catering at a venue, preparation is the key to a successful catering service. Keeping track of the tools and equipment you need for each occasion, from dinnerware and decor to cooking tools



and washing equipment, can help you stay organized and ensure that all of your requirements are present.

FAIC has put together a catering materials checklist to help you keep track of everything you need for a great event.

TABLEWARE

Depending on the guest menu and the occasion, we ought to set the tableware. A premium-quality dinner service should include flatware, inter-plates, glassware, and tablecloths in coordination with the

theme of the event.

With modest dinner plates and beverage glasses, casual dining services may require fewer products or a buffet format with many food tables and small plates. Stock up on the right dinnerware to match the concept of each occasion so that it meets your guest's expectations with ease.

Catering Material

A sound catering kit should essentially include:

- ✦ Napkins
- ✦ Placemats
- ✦ Serving Platters
- ✦ Dinnerware
- ✦ Glassware



DECOR

The decor brings on the final effect to complement the style, concept, and ambiance of the event. The right decor has the power to strike an impression at one glance!

While making an aesthetic display, take care to include minor elements like name membership cards and chalkboard signs. They help coordinate seating arrangements, guide guests, and label meals.

Decor provides an atmosphere to every location, so be ready with all the finest catering materials to adorn any event, whether the clients prefer

an upscale, sophisticated design or a romantic, private gathering.

Catering Material

- ✦ Name-Card Holders
- ✦ Candles & Candleholders
- ✦ Centerpieces
- ✦ Vases
- ✦ Table Covers

DISPLAYS & DISPENSERS

There is nothing better than presenting your appetizers and desserts on stylish serving plates and risers. It takes the humble food

display to the next level. Guests can enjoy skewered appetizers or bite-sized tarts while walking around a cocktail hour or corporate function.

Drink makers are an excellent way to make huge batches of flavored waters or mixed cocktails so that guests can easily refill their glassware with any refreshment they prefer.

Catering Material

- ✦ Risers
- ✦ Cone Stands
- ✦ Cakestands
- ✦ Pitchers
- ✦ Drink Dispensers

DISPOSABLES

Work less, clean up in style, and wow your guests when you cater!

Catering disposables enable you to offer drinks or food without worrying about breaking or cleaning up after the event. Disposable catering products, which range from single-use cutlery to drinkware, reduce the need to reload soiled dishes.

It saves you money by avoiding a dishwashing fee for your guests' dishes. You don't have to compromise





smooth service, ensure you have the correct serving equipment on hand to transport your delicately plated food from the kitchen to your visitors.

Serving trays and platter stands are ideal for serving a significant quantity of food or drinks to a group of people. If your meal is served buffet-style, collect a variety of offering dishes that can be used to serve soups, vegetables, or pasta.

Catering Material

- ✦ Serving Trays
- ✦ Tray Stands
- ✦ Server aprons and uniforms

COOKING & HOLDING EQUIPMENT

Assembling catering goods to cook at the off-venue is undeniably tedious. Caterers have to work with whatever the venue provides, regardless of its condition. Every occasion requires you to set up your kitchen in unfamiliar surroundings and prepare meals that match the high expectations of the guests.

To guarantee that your meals are cooked to perfection, make sure the cooking station is equipped with all the tools you'll need to sauté, grill, or fry food.

Catering Material

- ✦ Induction Cooktops
- ✦ Portable Grills
- ✦ Charcoal Fuel

CONCLUSION

Having all of the above catering goods in inventory will help you operate a smooth and profitable catering business. Besides, it will also eliminate the possibility of forgetting something important while you're off-site.

Use this complete catering checklist to make a note of all the items you'll need for each occasion and make sure they're all packed and ready before you leave. ●

on appearance just because you're using disposables. To obtain the look of reusable dinnerware even without cleanup, opt for disposable items that match the event's concept.

Catering Material

- ✦ Plates
- ✦ Napkins
- ✦ Drinkware
- ✦ Steam Table

TRANSPORT SUPPLIES

Transporting your dishes from the on-site kitchen to the event location is the most significant component of catering.

Insulated bags are essential for holding heat or cold for temperature-sensitive meals. It ensures that the final product arrives undamaged and at its appropriate temperature.

For instance, Secure food jars and plastic wraps can help prevent leaks and spills while transporting soups or sauces.

Catering Material

- ✦ Insulated Food Carrier
- ✦ Food Storage Containers
- ✦ Ice Packs
- ✦ Crates

CLEANING SUPPLIES

After an off-site catering event, dispose of garbage securely and clean all utensils with quality cleaning materials.

For outdoor activities, set up hand washing booths or provide hand sanitizer dispensers. To make post-event waste pickup easier, organize your waste with distinct trash and recycling boxes.

Catering Material

- ✦ Trash Bags
- ✦ Hand Sanitizer
- ✦ Cleaning towels

FURNITURE & SEATING

Provide your clients with the choice to rent tables and seating. It gives your catering business a makeover into a full-service operation. It enhances the likelihood of more clients approaching you rather than looking for many other providers to help them complete the event systematically.

For outdoor venues, disposable tablecloths for the food stations, easily assembled canopies, or umbrellas are great choices.

Catering Material

- ✦ Folding Tables
- ✦ Folding Chairs
- ✦ Cocktail Tables
- ✦ Canopies / Tents

SERVING EQUIPMENT

You've prepared all of your meals, but now it's time to perform. To ensure a

Food safety is the process of properly preparing and storing food to prevent foodborne diseases. Customers' health, the lifespan of your food, and the development of effective hazard management techniques all compromise food safety rules. Any company in the foodservice industry must prioritize food safety. Whether that's a restaurant, a hospital, or a hotel, food safety laws must be enforced to ensure that consumers are eating food that's been prepared safely, with fresh ingredients, and adequately cooked to avoid food illness.

PERSONAL HYGIENE

In the hotel food sector, personal cleanliness is one of the most significant food safety laws. All hotel guests handling food or any eatables must wash their hands after using the restroom. Hand washing is not the sole food safety rule in hotels. It also governs the covering of hair and cuts on the skin, wearing fresh clothes to work, protecting the



FOOD MANAGEMENT & SAFETY NORMS

for Hotels and Restaurants

It is the moral responsibility of hotels, cafes, restaurants, and any eatery for that matter to prioritize food safety. We break down all the food safety aspects to be considered.

nose and mouth while coughing or sneezing, and afterwards, washing the hands twice.

SANITIZE SURFACES

It is a must to clean and sanitize food preparation spaces and things used in preparing food. They define a hotel's or even other foodservice sector's food safety standards.

To avoid microorganisms from multiplying in or on equipment like preparation tables, ovens, furnaces, knives, stirring utensils, grinder machines, and juicing machines, and equipment must be thoroughly cleaned.

Besides sanitizing solutions, heat can also be utilized to sterilize flatware properly. Therefore, it is suggested that you soak the things you are sanitizing for at least 30 seconds in liquid at least 171 degrees Fahrenheit. Alternatively, if the items are dishwasher-friendly, you can put them in a high-temperature washer. Chlorine, salt, and quaternary ammonium salts are commonly used as chemical disinfectant wipes.

FRUITS AND VEGETABLES SHOULD BE WASHED

All fruits and vegetables should be carefully cleaned to remove any bacteria or dust that has accumulated on them. Fruit that is pre-packaged and labelled as pre-washed is the lone exception. When in doubt, use clean, iced water and a veggie brush. See our guide on adequately washing your produce for more information.

FOOD PREPARATION

In addition, for food safety to be of the highest standard in hotels, the cooks who prepare the food must learn how to properly prepare dishes.

Cooks must discard any outdated



Cold food products should be kept below 41 degrees, while hot foods must be kept at or above 140 degrees.

items, even if they are only a day past their expiry date, as well as any meals that come into contact with a soiled surface or touch the floor. Chefs are also obligated to thoroughly cook food unless the individual receiving the food item specifies differently.

PEST CONTROL

Making food hygienic in hotels entails more than just keeping surfaces clean while working with food or anything that will come into contact with it. Roaches, flies, and rodents are examples of food pests that can infect any foodstuff they encounter. Pest control services may come to the property yearly or even more regularly to help avoid such problems and maintain the hotel's foodservice sector.

APPROPRIATE TEMPERATURES

Foods should be prepared and stored at appropriate temperatures.

You must avoid food poisoning and make sure to cook raw meat, ground meat, poultry, eggs, and shellfish at the proper temperature. Cold food products should be kept below 41 degrees, while hot foods must be kept at or above 140 degrees. As a general principle, these temperature-sensitive foodstuffs must not be left in the danger area for more than 2 hours. Harmful bacteria can quickly grow and expand during this timeframe.

FOOD SAFETY IN THE SELF-SERVICE AREA

- While your hotel or buffet's personnel may be knowledgeable about food safety, it's safe to assume that your customers are not. As a result, self-service spaces are particularly vulnerable to contamination.
- Dispose of single-use flatware, napkins, and straws with single-use dispensers.
- Provide packages of wrapped flatware for enhanced sanitation and to limit the risk of infection.
- Assign workers to keep an eye on guests and take corrective action if any harmful practices are discovered.
- Surfaces such as serving utensils, food storage containers, sneeze guards, and counters should be cleaned and sanitized regularly.

CONCLUSION

By implementing basic food safety standards, you can protect your hotel's reputation while also reducing the spread of foodborne diseases.

Implementing measures to guarantee that personnel prevent and respond effectively to food safety issues should be a vital component of any foodservice operation. Many hotels have strict food safety protocols that incorporate cleaning maids and maintenance staff training. ●

Tips for managing and sourcing food ingredients

Every foodservice operation needs to have a purchasing process in place. All competent chefs should purchase the necessary ingredients in the correct amounts, at the right time, and the lowest possible price.



Each kitchen has its own set of buying guidelines. However, there is one rule that a commercial kitchen must follow at all times:

PURCHASE ONLY WHAT IS REQUIRED

Hereby, you can control the high inventory turnover rate and promote the effective use of fresh ingredients. The purchaser's responsibility is to ensure that only those quantities are purchased that will be used immediately or shortly.

PERISHABLES

Fruits, vegetables, fresh fish, shellfish, unprocessed meat, poultry, and dairy are perishable items. Freshness is typically ensured by purchasing perishables regularly. Frozen foods, such as vegetables, fish, and processed meat, have a longer shelf life and thus provide fuss-free storage.

NON-PERISHABLES

Dry goods, flour, cereals, and miscellaneous items like olives, pickles, and other condiments are

examples of non-perishable items. Try to order these products on a weekly or monthly basis.

Remember that just because something doesn't go stale, that does mean that you should buy it in larger quantities than you require. You could save or spend on something else. Consider the cost of a case of 1000 sheets of parchment paper, which could be as much as may be Rs.250. If you have a chance and a half of the paper in your inventory, then buy accordingly. Don't overstock things just because they are on the cheaper side.

FACTORS WHILE SOURCING AND PRICING

Food prices, in particular, fluctuate throughout the year due to a variety of points:

- ❖ **Seasonality:** Seasonal foods are not only a healthy but wise choice as well. They are loaded with actual nutritional value and come at a competitive price. Moreover, in-season foods have better quality and a longer lifespan than out-of-season foods requiring a long travelling time to get to the market.
- ❖ **Weather:** Extreme weather can have a significant impact on food prices. In recent years, drought, flooding, and unseasonably cold weather have all afflicted major produce-producing regions of the world, resulting in a price increase for various products.
- ❖ **Transportation costs:** As the price of fuel or transportation rises, so does the price of food that needs to travel to the market.



“Remember that just because something doesn't go stale, that does mean that you should buy it in larger quantities than you require.”

- ❖ **Commodity prices:** Many foods, such as meat and grains, are traded on the commodity market. These prices fluctuate as large-volume buyers buy and sell these products, similar to the stock market. Remember that just because something doesn't go stale, that does mean that you should buy it in larger quantities than you require.
- ❖ **Processed Vegetables and Fruits:** Grade (sometimes), variety, packaging size and type, drained weight, count per case, packing medium, and canned or frozen are all options for processed fruits and vegetables.
- ❖ **Fresh Fruits and Vegetables:** Grade (sometimes), variety, size, weight per container, growing area, and count per container are all options for ordering fresh fruits and vegetables.

SPECIFICATION WHILE SOURCING CERTAIN PRODUCTS

Meat, seafood, poultry, processed fruits, vegetables, and fresh fruits can be ordered according to your preferences. As an example –

- ❖ **Meat:** Grade, cut, weight/thickness, fat restriction, age, freshness or frozenness, and packaging type are all options when ordering meat.
- ❖ **Seafood:** Seafood can be ordered by category (for example, finfish or shellfish), species, market form, condition, grade, origin, count, size, and packaging.
- ❖ **Poultry:** Type, grade, class (e.g., broiler, fryer), style (e.g., breasts, wings), size, whether fresh or frozen, and packaging are all options for ordering poultry.

Storing of these items:

- ❖ Dry goods must be adequately stored in closed containers or bins with a minimum height of 18 inches.
 - ❖ A refrigerator or freezer is primarily meant for perishable foods.
 - ❖ Separate storage should be kept for meat, poultry, fish, and dairy products.
 - ❖ Meat, fish, cheese, paneer, and other foods should be wrapped in cling paper and kept in the refrigerator.
 - ❖ Pest control should be carried out regularly without contaminating the stock with chemicals.
- All the information above shows how important it is to purchase or source the food material, follow the hygiene, and manage the resources properly. ●



FEDERATION OF ALL INDIA CATERERS

MEMBERSHIP REGISTRATION FORM



CITY:..... STATE:..... DATE:.....

Company Name :

Person Name :

Designation:..... Mob. No.:

Address:.....

Pin Code:..... E-mail:..... Tel. No.....

Company is liable to pay Registration fees and be a member of Association. Only one proxy person appointed by company will have voting right.

Please Tick the Applicable Rules.

A. Member of Local Catering Association (*)

B. Licence (Any one Compulsory(*)- attach copy.)

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

(Points marked with (*) are compulsory to be filled on the basis of which membership is allotted by the association)

I / We agree to abide by and is bound to follow the Rules & Regulation of FAIC as may be before the time being in force. Membership Fee of Rs. 2000/- (GST extra as applicable) up to March 2022 is sent herewith by Draft / Cash in favour of "FEDERATION OF ALL INDIA CATERERS".



Draft No.:.....

Bank Name:.....

Date on the Draft.....

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Applicants Signature with Co's Rubber Stamp

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

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Authorised Signatory