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NEWS

VOLUME 5 | ISSUE 10 | JULY 2022

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**FAIC**

**NEWS**

VOLUME 5 | ISSUE 10 | JULY 2022

**BOOST SALES, BUILD FOOD  
HOSPITALITY &  
CATERING PURCHASE POWER**

*Upcoming Highlight*

**FAIC 2022  
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14th, 15th & 16th September 2022



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## Brighten the Purchase Power of Catering Scenario

**B**uilding your catering footprint this 2022 is crucial for optimal business growth. For this, every hotelier and caterer in India need to invest right or rather sharpen their purchasing skills. That is what our July 2022 will talk about. The vision of the July edition is “Boost Sales. Build Food, Hospitality & Catering Purchase Power”.

We love to share our insights on the Catering industry special FAIC event in September 2022 and how to enhance the purchasing power of the Catering Masterminds. Readers can get to purchase the FAIC focused special insights in July (1st part) and August (2nd part – special edition). This will give our readers a better outlook on what to focus on while buying the equipment, software, and machinery so as to improve the business for the rest of the year. The July edition will help you uncover the stress related to hiccups in making the right purchase for your business to flourish.

It is true that we have seen a phase when sales and incremental revenue were brought to a standstill. But now this is the comeback zone of work, where we need to be prepared and equipped right so that each and every order can be taken care of in sync with the resources available. Here, in this edition, readers can know better the various aspects that will have to be considered while setting up their catering branch or food startup or even a five-star kitchen stock and equipment management in the perfect way. Be it your pantry or dinnerware, we will guide you.

Remember dear readers and all my fellow FAIC members, we never built our prestige in one day, but with continual improvement and the mind to grow. For that to happen, we have to be ready to read the research and have the courage to implement them with a positive vision to survive this competition. I believe India is a land of immense scope and if you read our News section, you will see the various types of business ideas that pop and survive in the most beautiful manner.

I am keen to see that our FAIC members, the marketing and editorial board are doing their best to help our vision of building a strong catering community is being shaped in the best way possible. Here, you get information and various moments of interaction with the best skills in the Indian industry.

“Purchase the right elements to strengthen your workforce and final product line, as that will ensure the exponential business”

**Narendra Somani**  
President, FAIC



## PERFECT PURCHASE CYCLES INITIATE BUSINESS

It is my privilege to introduce the July edition of “Boost Sales. Build Food, Hospitality & Catering Purchase Power” magazine. This is one of a kind where we guide every food expert, every hotelier, and caterer in India can find articles, tips, and techniques to help them make better decisions in work, career, and business. In our July Edition, the magazine will be loaded with insights on how we conduct our FAIC September 2022 and the second part will be released in August as our special edition. The main focus here is on how one can purchase the right equipment for the restaurant or the catering events well in advance. You will also get to know plenty of opportunities to boost your business.

This will help to balance the losses and can increase the possibility of earning a steady range of revenue in the coming months, Owing to the fact that the wedding season is blooming into full swing, we at FAIC always want to see each and every food expert see good sales in this industry.

For this, our magazine aims to provide the stats that will ensure that the right decisions are taken on time. We are proud to be a part of the F&B industry and we believe our contribution is significantly important. With the ever-growing readership that we serve, it has been noticed that post-pandemic, the purchase cycle has been distorted at times, this insightful magazine will give a great brief of what can be bought and how you need to make your investment choices.

We all live in a small world, and it is my humble request to well-experienced chefs and main stream caterers, to read and express your valuable inputs to your fellow colleagues in the future. We believe that if you have the knowledge, that needs to be imparted rightly. If you have purchase choices that need to be imparted as many third-party industrialists can contribute to your needs. No one will be void of business if knowledge is shared. It only increases your credibility and in fact, will strengthen your network in business.

Just to end with a thought – We, at FAIC, love to explore the unsaid sides of the F&B industry and that is what the purchase industry scenario has been looked into with deep thought. You can find gold if you are ready to study.

**Kirit Budhdev**  
Secretary, FAIC

“The art to purchase right lies in the knowledge and network that you establish over the years.”



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Cover Story



The Going always gets better here!  
When commitment is in the picture, the  
real essence of FAIC can be witnessed.  
Here's our take on how Hospitality has  
been given shape over the years

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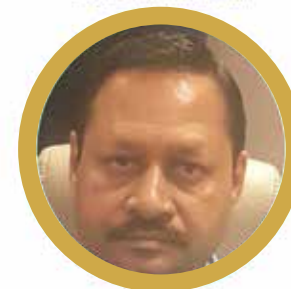
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**A** bit of my juicy Tandoor Paneer and my mouth could sing a song of happiness in a second. The charred edges, the juicy bites, the even coating, the crunchy vegetables to nibble on, and those sauces, are an Indian haven for cozy meals. Oh, by the way, this is only when I get my Paneer cooked in a clay oven. Sadly, nothing else does this justice. The rest can be perhaps termed as grills on the block. When you're hungry and want something to eat, there's nothing better than a satisfying meal. Tandoori cooking is a style of cooking that seems to never get old. If you haven't heard about tandoori cooking before, here we will explain what it is, how it's done, and what it can do for you.

Tandoor is one of the most popular dishes on the menus of Indian restaurants all over the world right now. Tandoor is the name for a round oven that is used to bake and cook. Traditionally, charcoal or firewood is used to heat the Tandoor. Today, cooking gas and electricity are also used instead of charcoal in Tandoor ovens. The charcoal or firewood continues to burn inside the tandoor oven, so the food being cooked is exposed to live fire and hot air. The Tandoor is kept at a temperature of about 480 degrees Celsius. Tandoori is the name for food cooked in a Tandoor oven. The Tandoor's radiant heat and thermal conduction cooking methods let the fat and flavorings from the food drip into the fuel, giving it a very tasty and lovable flavor.

## **BENEFITS OF TANDOORI COOKING**

Tandoori cooking is not only tasty, but it also has many other advantages. Here are some good things about tandoori food preparation that will make you want to try it right away.

**Love for the charred, smoky, earthy flavors that the Clay Tandoor embalms on our paneer, chicken, and mutton recipes has tagged our tastebuds from childhood. Let's understand why Clay Tandoor is special.**



## **CLAY TANDOORS ARE AN EMOTION** *not Simple Cooking*

### **IT DOESN'T USE ANY OIL**

When food is cooked in a tandoor, no oil is used. Try tandoori chicken or fish if you want to eat something that hasn't been deep-fried.

### **UNIQUE FLAVOR PROFILE**

As was already said, you can't describe the taste of food cooked in a tandoor oven. The reason for this is that cooking with a tandoor is the only way to get this flavor.

### **PREPARE HEALTHY FOOD**

Tandoori cooking is a really healthy way to cook because it doesn't use any fuel or gas and doesn't add any chemicals to the food. Also, none of the food's healthy nutrients will be lost during cooking. Even better, the food will keep the flavor and aroma of the meat.

### **EASY TO TAKE CARE OF**

There will be no need to clean the tandoor. The only thing the cook has to do is change the coals that are in the oven. The oven won't need to be cleaned. Only the hooks that keep the meat in place may need to be cleaned on a regular basis.

### **THE LAST NOTE OF THOUGHT**

There's nothing quite like preparing food in a real tandoor oven, however, if you don't have that in your kitchen, you can get pretty close. A pizza stone or unglazed quarry tiles can be used to line an oven rack for baking bread. Heat the stone and the oven to the highest safe temperature, and then bake on top of the heated stone. We think that cooking meats and other foods on a charcoal grill is the next best thing. ●

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# Cater Perfect with the **Right Equipment**



**S**etting a table, or serving a dish is just one part of catering. There is much more and that is what we roughly name Service. If you need to host right, you need to own the right equipment or at least hire, the right pieces of equipment. The catering equipment needed varies from event to event, in particular. For this reason, you must divide your list into several key sections. As a result of this, you will be more productive and organized.

The secret to a successful party is planning in advance and having a checklist of all the necessary equipment. As a result, you'll be able to check off every requirement for a successful outdoor party catering operation.

## **TABLE SETTING**

To ensure that your outdoor party goes off without a hitch, make sure you have all the necessary table settings. It is important to include both decorative and functional elements in your checklist. As a result, your party will be unique and your guests won't go hungry or thirsty.

- Water Glasses
- Wine Glasses
- Water Jugs
- Cutlery
- Bread Plates
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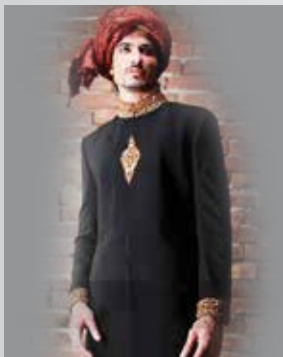
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## SERVING EQUIPMENT

Catering requires a large amount of this equipment. Distributing refreshments and food to your visitors is a cinch with this system. Make sure you have plenty of bus bins, serving trays, and water pitchers on hand. Having all of your dishes in one place will make it easier for you to swiftly serve people snacks and drinks.

## TABLETOP FOOD BARS

Tabletop food bars are food display units for countertops that keep food hot or cold and are light and come in different colors. They come in different styles, sizes, and finishes. Cold drinks and cold foods are kept in tabletop food bars. They are made to be put on tables, which makes them very useful and cost-effective. Models that don't use electricity cool with ice, but you can add a chilling mechanism to save time and work.

## HOT AND COLD FOOD TABLES

On the food wells or flat tops of these tables, you can set out a spread of cooked food for your guests. Unlike buffet tables, they usually have a cutting board that gives you more space to prepare and put together food. There are also cold food tables

that can be used for salad buffets. These tables can be cooled by ice or a refrigeration system.

## CHARGER PLATES

If you serve food on formal occasions, charge plates will be on your list of things to do. Charger plates are the best thing if you want to set the tone for a high-end dining experience and make the dining room feel more elegant. They are not used to bringing in food. Instead, they hold bowls and plates while food is being served. They help keep the heat in the pots and pans and catch food bits that could get on the tablecloth.

## PORTABLE BARS

Portable bars give you more space than a permanent bar and help you hold the show to all of your guests. These portable units give you a place to mix drinks and a place to store garnishes, bottles, and ice so you can do it on the go. You can choose from many different styles and finishes to match the event's theme. ●



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**E**ver played crossword puzzles? It is complex and needs the perfect fit. That is how a kitchen works too. It is like piecing together an enormous crossword puzzle in the kitchen. It takes a lot of time and effort. To accomplish the intended outcomes, all the components must fit together correctly. If any of the elements are missing or placed in the incorrect position, the completed product will be impacted and it will be a problem. A wide range of kitchen appliances is essential to the success of your business. Here are some of the most important considerations to keep in mind when buying food service equipment.

## STYLE

This consideration is especially relevant to restaurants with an open kitchen design, where diners may see the kitchen's activities, but it's still worthwhile for any foodservice business to take into account.

It's not only the food that matters when it comes to creating the first impression of a restaurant. They take into account all aspects of the event, including what they hear, smell, and see, as well as how they feel. You want your visitors to be amazed if they can look into the kitchen or simply get a peek of it. Choose the most fashionable version of two similar pieces of equipment! It'll be a hit with your visitors.

## KITCHEN'S MEASUREMENT

A fantastic choice and even within your budget may be the large refrigerator unit you're considering,



# Top Factors To Consider For Purchasing Food Service Equipment

One of the most crucial parts of your restaurant's kitchen is the equipment. We'll help you choose the right one.

but will it fit in the kitchen of your restaurant?

Make sure you have a clear idea of how much room you have allocated for each item before you begin the shopping process! Even while you may be tempted to change the general plan of your kitchen so that you can fit your dream appliance, this will likely lead to a chain reaction of changes that will eventually make the work much more difficult when it comes time to

construct the kitchen.

## ENERGY EFFICIENCY

When planning a budget for new restaurant equipment, don't merely focus on the initial purchase price of each component. It's also necessary to take into account the long-term expenses of operating them, such as the amount of energy they will need.

This is especially true when it comes to your refrigerator, which

will be working 24 hours a day, seven days a week! Even though it costs a little more upfront, going for an energy-efficient model will save you money in the long run.

## RETAILER'S DEPENDABILITY

When it comes to a restaurant's success, its equipment is a substantial investment. When it comes to selecting the right one, don't feel like you're on your own. If you're working with the correct store, you may make this step an exciting one that brings you one bit closer to a transitional kitchen, or a frustrating one.

Choosing a store is one of the most important decisions you'll ever make. Inquire about the company's longevity as well as the responsiveness of its personnel. The finest ones will consider you as a primary consideration, whereas



From your manufacturer to product quality, each factor leverages your choice of equipment

those whom you should avoid will regard you as simply another customer.

## REGULATORY COMPLIANCE

In order to ensure the safety of your clients, your employees, and the general public, running a company necessitates adhering to a slew of rules and guidelines. Keeping food safe is just as important in restaurants as it is in any other kind of establishment. This is something to keep in mind while making the purchase of the necessary equipment.

Build your culinary empire by considering these factors and see how efficient your work process and final outcome will be, as here it is all about balancing quality with your final dish and budget. ●





Federation of All India Caterers is Organising  
A Grand 4th Convention & Exhibition

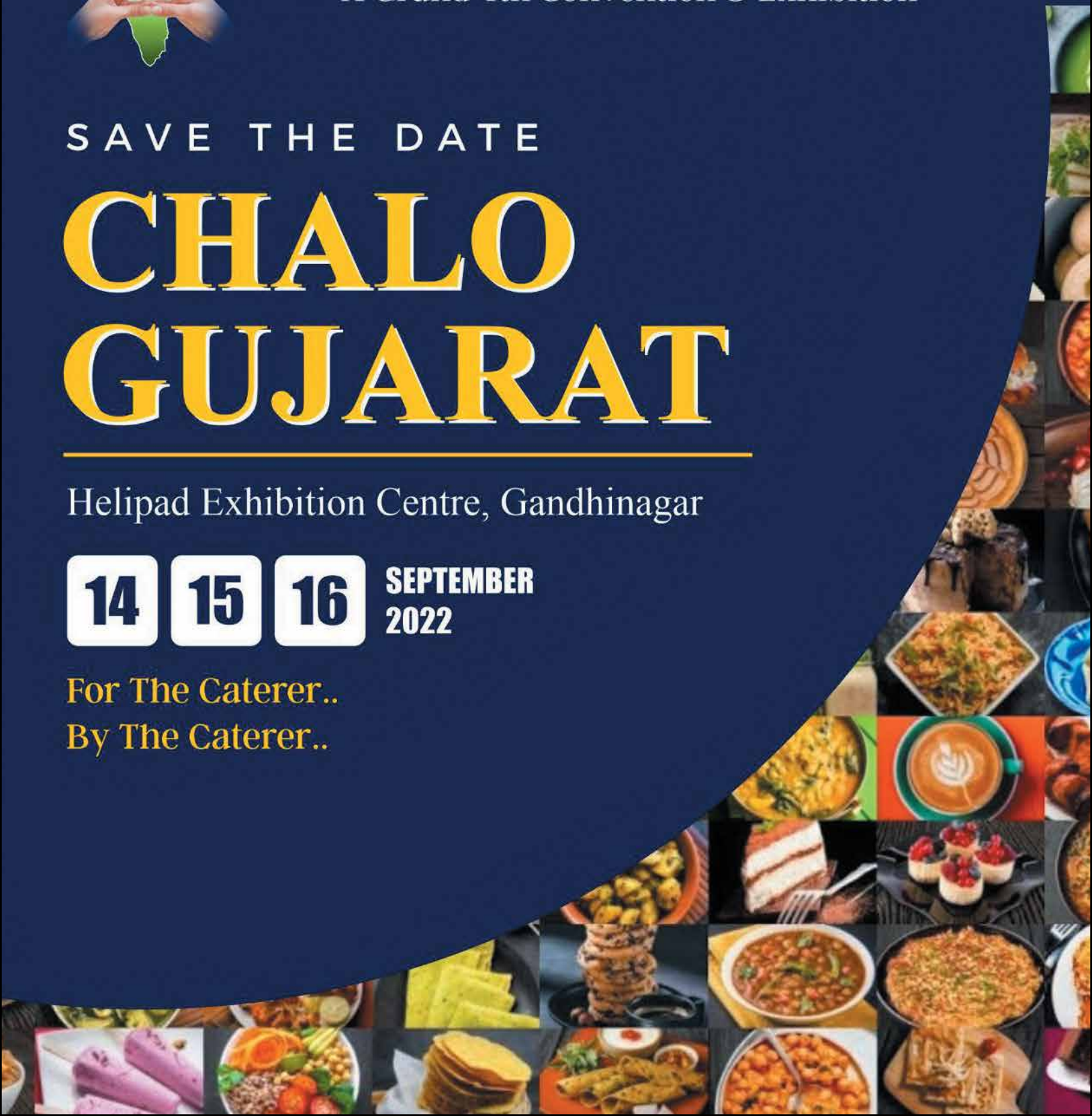
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# CHALO GUJARAT

Helipad Exhibition Centre, Gandhinagar

**14** **15** **16** **SEPTEMBER**  
**2022**

For The Caterer..  
By The Caterer..



*For The Caterers... By The Caterers...*

**4<sup>th</sup> CONVENTION  
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- Banquet Owners
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- Bakers / Confectioners
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- Food Processing Machinery  
& Equipment Traders
- Ice Cream Manufacturers
- Corporate Event Planner
- Wedding Planner
- Fast Food Vendors
- Chocolatiers
- Decorators

### FAIC - Organised for the Catering Industry pan India

Federation of All India Caterers (FAIC) is now a huge body with more than 5,000 members spread over 17 states of the country and increasing at a faster pace day by day. It has been formed 8 years back, with a long term vision for the catering industry of India. Catering Associations from across the country have joined the hands together to build a platform to learn, educate, support, promote & safeguard the interest of the caterers and to grow together. An immense support from all the regional/zonal associations has made it possible for the federation to take many initiatives for the growth of the industry and its associates. It's for the Caterers, by the Caterers.

After 3 major successful events of Conventions & Exhibitions at Ahmedabad in 2014, at Mumbai in 2016 and at Jaipur in 2018, now the 4th grand convention & exhibition is organised at Helipad Exhibition Centre, Gandhinagar, Ahmedabad, Gujarat between 14, 15, 16 Sept. 2022.

### Salient Features of the Exhibition

- To be held from 14th September 2022 to 16th September 2022
- Foot-fall of more than 35,000 visitors from India and abroad including 5,000 registered members of FAIC is expected

The exhibition will provide an opportunity to the participants to exhibit their products and services to the most determining persons from catering and its associated industries from all over world. It will also give ample chances to meet, interact and exchange the idea about their product and services with most influential persons.

## HELIPAD GROUND FACILITIES

- 10,000 Car Parking Area
- 7 to 18 meters Ceiling Height
- 45 Acres Campus
- Over 1 Lakh Sq. mts. Convention Area
- Inbuilt Media Lounge, Protocol Lounge & Control Room

### Exhibitor's Categories

#### Food & Beverages:

- Dairy products
- Cooking Oil • Olive Oil
- Grocery Products • Raw Material
- Rice and Rice Products
- Organic Food & Beverages
- Frozen Food & Vegetables
- Dough Products • Bakery Ingredients
- Ready-to-Serve meals & delights
- Canned food
- Pasta • Cereals • Pulses
- Food Additives • Preservatives
- Confectionery • Nuts
- Sweet • Preserves • Jams • Honey
- Tea • Coffee • Beverages
- Packed Drinking Water • Juices • Soft drinks
- Ice-cream • Sweets • Savouries
- Fresh Fruit & Vegetables
- Dehydrated Fruits & Vegetables
- Dressings • Sauces • Dips
- Spices • Seasonings • Herbs • Condiments

#### Hospitality, Food Technology & Equipment

- Linen Products
- Uniforms
- House Keeping Equipments
- House Keeping Products • Supplies
- Fire Safety Products • Equipments
- CCTV Camera Manufacturers
- Tent House & Mandap Decorators Products
- Food-processing & packaging machinery
- Refrigerator systems • Cold rooms
- Weighing & Information Systems
- Storage - Handling Systems
- Food & Beverage Packaging, Labels
- F&B Service Products & Fancy Accessories
- Web Service Providers
- Kitchen Furniture • Banquet Furniture • Tableware
- Supermarket & Store Equipment
- Industrial Detergents • Disposables
- Light & Sound Service Provider
- Air Condition Manufacturers
- Artificial Flower Supplier • Lawn Decoration
- Carpet Manufacturers
- Kitchen Equipment
- Hospitality Technology
- Crockery • Cutlery • Glassware • Chafing Dishes
- Epos • Billing And Booking Solution Providers

### Why Participate or Sponsor ?

- Presence of leading brands from outdoor catering industry & event industry from across India.
- Opportunity for vendors to showcase their products to caterers from all over the country.
- Launch new products on a National platform.
- Exhibition will attract 5000 + registered caterers from across India.
- Networking opportunity for vendors on single platform.
- Meet Potential buyers in span of 3 days.
- This event is organized BY THE CATERERS, FOR THE CATERERS.
- Seal your Deal.



*For The Caterers... By The Caterers...*

# FAIC

FEDERATION OF ALL INDIA CATERERS

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Kirit Budhdev - +91 98240 42006      Devendra Kotecha - +91 93243 80831  
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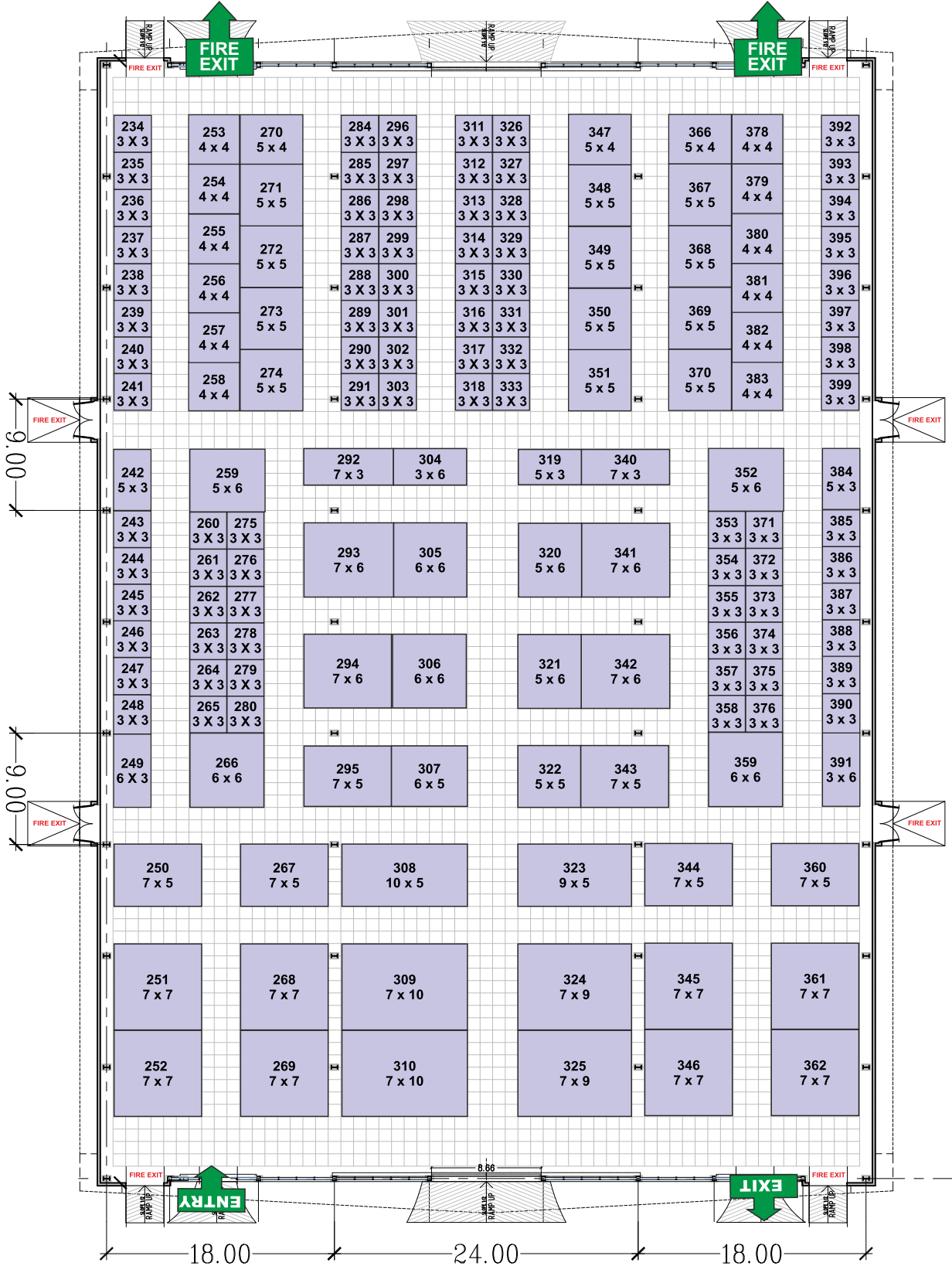
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## FEDERATION OF ALL INDIA CATERERS

Flat No. 1, Ground Floor, Sumitra Sadan, Azad Nagar CHSL, JVPD Scheme, NS Road No. 1,  
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# Hall No. 1



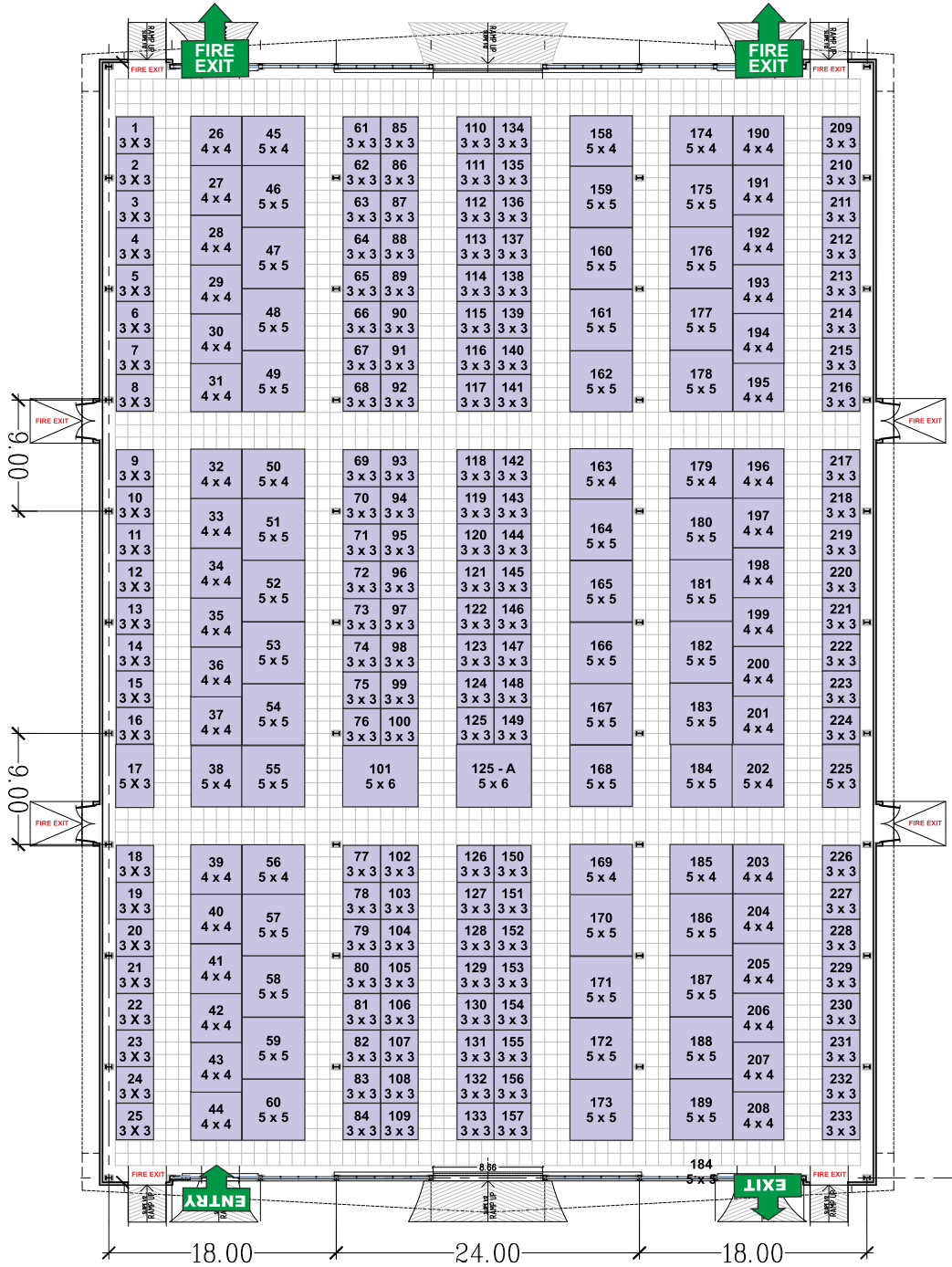
## STALL RATE PER SQ. MT.

- Rs. 8250/- (GST Extra) with Shell Space
- Rs. 7500/- (GST Extra) Bare Space
- We will provide 1 KW Power Per day / Per stall.
- Charge for extra Load Rs. 1200/- (GST Extra) Per KW / Per day / Per Stall.
- 2 Side open stall - 10% Extra
- 3 Side open stall - 20% Extra

# 4<sup>TH</sup> Convention & Exhibition

14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> September 2022  
Helipad Exhibition Centre - Gandhinagar, Gujarat

## Hall No. 10



FAIC reserves the right to change the layout at its own discretion.

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**FOR STALL BOOKING, KINDLY CONTACT**

Mumbai Office : +91 97696 44931 / +91 97696 44864

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# THE MILLENNIAL EDGE OF FAIC 2022 CONVENTION

The Going always gets better here! When commitment is in the picture, the real essence of FAIC can be witnessed. Here's our take on how Hospitality has been given shape over the years





**T**he Pathway to Success Begins with Good Thoughts, Imbibe to Grow in Business. To light and to keep the fire burning is an art that one learns with experience. This is what FAIC is about. A light that has learned to light its inner fire and stay lit irrespective of the challenges that market scenarios pose at her. Here's welcoming all our FAIC readers to our July edition and this time, we have a lot of specialties in store for you. The second half of 2022 is here for you, with a lot of wise words and opportunities that can be unfolded only if you have a will. So, let's get started.

## **UNDERSTAND YOU ARE WORTHY - SHOW YOUR UNIQUENESS**

For instance, take our Indian chai. Once upon a time, this hot and sweet beverage was a part of every local chaiwalla quick serve product. Life was discussed around the iconic Indian spiced Chai. Today, this is a classic health beverage for the Western Crowd. They love it for its flavor, for the warm feeling of love, and for the medicinal benefits that the spices and the brewing process that the Indian chai offers.

Did you know that Chai is a part of the English Dictionary? Literally speaking, it is Tea, but Iconically speaking, this is the Tea that India offers the world. That is truly special!

Wondering, why we strayed into the Chai Philosophy? For you Dear Reader to understand that every element of Desi Cooking, Food, and Hospitality Culture is beautiful. It's time to showcase your own worthiness to the world. If you don't no one will, and no one will know. The FAIC Convention 2022 is preparing the right crowd for you. The decision to grow in confidence lies only with you.

## **THE 4TH FAIC CONVENTION – CHALO GUJARAT**

As we pave way for the grand launch of the 4th FAIC Convention –Chalo Gujarat on September 14, 15, and 16, 2022 – our readers are most welcome to be part of this event. Unlike the normal exhibitions that are held across India, this Convention is unique.

For those who read our magazine afresh, let's just give one more cookie news. We have a special edition coming up in August and that will give an entire detailed overview of who's who in the FAIC 4th convention. The event is not about food alone but will open a wide and very dynamic opportunity base for those who wish to Hospitality business in India and worldwide.

For over 8 years in existence, the FAIC (Federation of All Indian Caterers) has worked united to help build and grow all the caterers in every state of India. Until now, three events have been organized by the FAIC and they have been huge successes. Owing to the experience, professionalism, influential power, and dedication to



the catering industry, the FAIC committee is pretty sure that this too will be a notable success.

This time, it will help in Gujarat and once guests take their registrations, they will have the advantage of meeting, exhibiting their business, launching new products, and obtaining stunning deals from all over the world. We are not joking about this immense chance that is laid out for you.

It's organized by experts in the catering industry with a solid mission to bring forward improvements and upscale the Food & Beverage Industry business. Until now, the catering industry has been the backbone of every festival, marriage, and event making sure that each guest is well fed and serviced as per Indian customs. But still, this industry is unstructured and that needs a reface of improvement.

This is where the famous FAIC convention will make all the difference. When a larger community of food industrialists, hotels, restaurants, food and safety equipment manufacturers, and packaging companies, are part of the ever growing family, the whole body will grow for good. This is why every entrepreneur who want



to make it big in the F&B industry, needs to be part of the September event.

Moving on, the July edition has been covering so many vital aspects that every Food entrepreneur has to focus on in 2022. Just as much as the post-pandemic has brought in a lot of hope for the industrialists around the world, it has also invited a

lot of business competition and ideas. This time, the difference in the competition comes from all corners of the world.

So, just as much as foreign companies try to grasp an entry point into India, we too as Indians, can find our strong space of business in any corner of the world. The FAIC body plans to be an auspicious roof where a wide variety of food, catering, and agricultural-related companies come together. This will be a more prominent hub to introduce and sell products and services.

## RE-EQUIP YOUR RESOURCES

We all love to cling to our traditional hoteware or when at home, we love to tangle around with our favorite utensils. That's fine and yes, it deepens every chef's emotional bond with that special dish. However, when we





dig into another aspect of the Hospitality industry, this bond may not be enough to shine through the competition. Get what I mean?

You see, today, every catering event, Restaurant, food exhibition, and culinary food manufacturer needs to look beyond their immediate circle of customers. If you are ready to widen your eyes, and look beyond the ordinary, you will understand the scope Indian Hospitality holds out for all.

In India, we have a culture to keep reusing the old equipment, machinery, and cooking and preservation processes. This will depreciate the quality of the machinery, and cooking utensils and even affect the final output also. Over time, when customers look for a change in the menu or the way a particular dish is cooked, every restaurant owner needs to be ready for this change.

Those who have laid their hands on Stock Trading, would have seen that only when the prices rise or fall, there is a space for new gains and losses to happen. If no change happens, the economy never moves forward. Every dip need not be taken as a loss. It can be a calm rest period for a huge surge.



Similarly, in the Indian Hospitality Industry, it is time to change the machinery and simple equipment used daily. This would include your cutting gadgets, the preservation machines, the processing, cooking, and storage bins. Always, try to cycle your stock for the better. If you have used machinery or equipment for too long, it is time to set your eyes on

a market that offers better products. For example, you can serve food in different styled bowls, and plates. The cutlery can be changed every week to being some novelty to the customer experience. This investment is not huge. But the positive impact you make on people is huge.

Next, if you have been frying every dish in hot oil, try using air fryers for your chicken nuggets and papads. You can always ask your manufacturer to introduce custom-made pots, pans, and equipment to serve your purpose.

Today, instead of keeping the old machines, sell them out and buy new ones. The old ones can be removed or resold as per the needs of the Indian market. That means you can invest in new machinery with less cost and revive your customers for the whole year.

The idea is to think outside your frame of tradition. Investment is a must in this industry if you want to grow. It is best to go for Indian products, as most upcoming





industrialists bring forward products and business ideas that meet International Standards. It is best to associate with these quality industrialists as they design machinery that suits the Indian work environment and budget.

## SHARPEN THE SKILL

Have you realized one thing that the infamous Pandemic has taught all of us? It is nothing else but skill up. Just not a pinch, but a gallon or more of skill would be needed to optimize the work to generate the revenue. Although five-star hotels, spas, and tourism-based organizations do have a skilled workforce, we have a huge gap in the traditional Indian catering segment. This needs a huge skill-based makeover.

The catering industry often includes families who have been carrying out the business for generations. But now, the same family can carry it, but learn more techniques, software, dishes, and event themes that will give them an upper edge over their counterparts.



## CAN TECHNOLOGY POWER UP THE CATERING INDUSTRY?

Hospitality and Revenue Management are considered to be the pinnacle of the F&B career world. This does not essentially mean only learning the theories of hospitality, cooking, service, catering, and decking up the ambiance.

That is just one end of a beautiful catering service. The effect of this service is amplified with the help of technology. Whether you are in support of technology and not blinded by the false myths that hover around technology, we have just one dash of advice. Technology never evicts anyone from their career, it only allows them to enhance their career and performance to the maximum.

## WHAT'S SHINING AHEAD THIS 2022?

It's not just a shine dear reader, but an ever-lasting glow that you have got to aim for in business. This is what FAIC magazine is prepping up for you. If you want to own that platform, you need to be part of something substantial. With the novel platform that FAIC sets for all the members and the hospitality industry as a whole, you can expect better things to take shape in the upcoming days.

This is why only the smart people ensure to get grab their slot at the September event and try various opportunities that the global markets offer. Do you want to grow up by the minute? Then connect with the best. You have immense chances of growth, tie-ups, export, product launches, and good machinery purchase possibilities awaiting you in the second half of 2022. Use it in the best way possible. ●



## **T K Radhakrishnan :** *A Visionary of Poise*

One of the most renowned culinary experts, entrepreneur and business visionary T K Radhakrishnan shares his insights on how the F&B industry can take off and how he has been able to shine through the years on the global front.

**C**alm, poised, and well-planned as part of his thoughts today, as he holds immense experience that is valuable for all of us. Welcoming T K Radhakrishnan, a fine gem in the world of the Indian Catering Industry for decades, and today he holds prestigious positions on various All India boards.

### **ABOUT T K RADHAKRISHNAN**

Mr. Radhakrishnan has worked in well-renowned hotels like Taj Connemera, Chennai, K.T.D.C, The Atria Bengaluru, etc. his passion for teaching prompted him to become a lecturer at West Hill Polytechnic Food Craft Institute. With a Hotel management Degree from the very famous Asan Institute of Hotel Management and Catering, Chennai, he started his trail of successful foodprints at every place he has worked.

Today he is operating Hotels in Malaysia & Dubai. His success is powered by his lovely wife and children. His parents, late T K Kanjanavally and T K Kuttayi; who is the nephew of late T K Ramakrishnan the former Home Minister of Kerala.

Mr. Radhakrishnan was the former Director of Food Craft Institute under the Department of Tourism, Government of Kerala. He is the only board member from Kerala of the Federation of All India Caterers. He is the State Treasurer of All Kerala Caterers Association, Joint Cabinet Secretary of Lion's Club International, Vice President of Indian Senior Chamber, Treasurer of Pain and Palliative Society, University of Calicut and he is

going to be the President of Rotary Club of South within a couple of days. He is also a recipient of many prestigious awards like the Prof. Palpu Award, JCI excellence Award, Ayush Award, etc. T K Radhakrishnan is the visionary mind behind Samudra Sadhya a balanced lunch filled with seafood delicacies at Hotel Lee Kanchees, RK Kerala Catering Group Calicut University.

Catch up with us, as T K Radhakrishnan. State Treasurer of All Kerala Caterers Association shared his thoughts and experience about the present and future scenario that awaits the F&B industry in India.

### **Post pandemic, how does your typical order cycle go on?**

After the Post pandemic period, there was an initial setback in every sector, especially in the food and beverage industry. But now things have come to normal. And the grey areas of anxiety are changing. Our typical order cycle is switching to the back to normal phase.

### **Your outlook on changes in the way hotels are being managed in 2022?**

In the past, we had businesses that were established and expansion was on the mind. Today, with an unexpected pandemic break, the focus is on survival for hotels. Once the catering business is stabilized, then we can think ahead.

### **Are you witnessing a business rebound scenario nowadays or still stagnant?**

We are always on the safer side following all rules put forward by the authorities

### How are you handling the festive and weddings that approach you?

We had proper planning and budgeting and many cut shorts to manage the wedding season with no fuss at all.

### What measures have you taken to handle the finance issues?

Overspending, over-expansion is a complete no, at the moment. One at a time is my approach now.

### With regard to in-house equipment – do you own them or rent them from suppliers?

We usually have our own equipment.

### Have you changed your strategies when it comes to resource management?

No, I still do the same, as my customers long to see the same warmth and service as before.

### Do you source our refurbished equipment in this post-pandemic period?

There is an Average demand for such equipment and it will fluctuate as per the demands in every festive season.

### Do you think you need to spend a lot on equipment maintenance?

We have trained our staff, so they know how to maintain the equipment well. We spend on training and not much on maintenance.

### In which way have you felt that equipment gets damaged?

There is a lot of chance that equipment will get damaged. It could be due to mishandling, or long-term use. At the end of the day, we need to look after our catering assets well.

### How are you training your staff to meet the post-pandemic customer demands?

Yes, this is something I make sure to have. We have only trained staff as the Shortage of proper staff was a huge problem during the pandemic. If you train your existing staff, they can back you up very well.

### What is certain must-have equipment in every restaurant?

You need good technological software to help you maintain and balance the workflow properly.

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

People love the change in food always. So, Varieties in food recipes, dishes, combos, and presentations all play a vital role in this industry and so you have to keep

## Survival of the Fittest is the backbone of this industry, so improvise accordingly.

on experimenting. Try to bring on changes as the new generation is very open to trying new things.

### How do you think the industrial equipment can improve the F&B product pricing factor?

If you invest in the right industrial equipment for catering and food preparation, this will naturally help to adjust prices a lot. Since machines will help to produce in bulk, that means more controlled costs.

### How have the taste and preferences of your customers changed after the lockdown phase of life?

Customers love to try new flavors. Irrespective of people in Kerala or any state in South India, or our guests from North India and global food lovers, our customers have loved to try various traditional recipes after a long lockdown phase.

### Do you think you need a good menu to revamp for your customers?

At the moment, I do not think so, as our customers appreciate our service and we are gaining sales traction.

### Name a challenge that you are facing in maintaining food stocks, preserving food, and ensuring cleanliness?

Usually, I have maintained a systematic workflow, to control the stocks and maintain food cleanliness always. Of course, when the lockdown started, there was slight confusion, as the situation came unexpectedly. But as of now, since we update and maintain the norms of food quality, there are no challenges as of now.

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

Going slow, as per the demand of the people, and training my staff to optimize their work, and use machines and resources carefully are part of our cost-cutting measures.

### How has the festive expenditure outlook of guests changed nowadays?

People are looking for wholesome food prepared and presented well. Since smaller crowds come now, they need good quality food and are willing to spend for their dear ones. ●



# FEDERATION OF ALL INDIA CATERERS

## STALL BOOKING FORM

FAIC GSTIN No : 27AAAF3128K1ZT | FAIC PAN No : AAAAF3128K

Date of booking: .....

Company Name: .....

Contact Person: .....

Designation: ..... Tel: .....

Address: .....

..... Pin code: .....

Mob: ..... Email: .....

PAN No: ..... GSTIN No : .....

### Details of the personal for marketing coordination:

Contact Person: .....

Designation: .....

Mobile: ..... Email: .....

### Booked by (FAIC representative details)

Name: ..... Mob No: .....

### Stall Details

Preferred Stall no: ..... Area: .....

Advance Amount: ..... Balance Amount: .....

(GST Extra as applicable)

Please Note: Kindly make additional refundable security deposit as per the guidelines

FASCIA Name: .....

We hereby confirm our booking at **FAIC Convention & Exhibition 2022** by paying the advance amount by

Cheque No/Draft No/ UTR No ..... of INR ..... drawn on..... bank.

The full balance amount shall be paid as per below schedule :

While Booking 25 % Advance of total deal  25 % of Total deal on or before 15th Aug 2022

Balance on or before 5th Sept 2022

(The advance amount will be accepted as per above schedule. For example: if the booking takes place after 15th August 2022, then exhibitor is requested to pay 50 % of the deal amount as per advance and balance as per schedule )

Refundable security deposit cheque details:

Cheque No/Draft No/ UTR No ..... of INR ..... Drawn..... Bank.

Please draw cheques / drafts/ NEFT / RTGS in favour of **FEDERATION OF ALL INDIA CATERERS**

Subject to Mumbai Jurisdiction

FAIC Bank Detail

Bank Name : **IDBI Bank** • Branch : **JVPD Scheme Branch** • A/c. No : **0748102000007368** • IFSC Code/ NEFT Code : **IBKL0000748**

For Stall Booking, Kindly Contact:

**Bombay Office : 97696 44931 / 97696 44864**

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**Manish Thakkar**  
**+91 98250 08081**

sales@faic.in

Authorized signatory  
(Office stamp mandatory)  
(rules and regulations overleaf have been read and understood)

Event organized by



Terms & Conditions Overleaf



# FEDERATION OF ALL INDIA CATERERS

## TERMS & CONDITIONS FOR PARTICIPANTS

- In these conditions the term "Promoter" means "Federation of All India Caterers".
  - In case of "Joint Ventures", howsoever described the Exhibitor is deemed to have obtained the consent of all the individual participants to all the conditions of this contract.
  - When payment for space is not made when due, the organisers reserve the right to charge interest on any overdue amounts at 15%. Any loss incurred to the organisers arising thereon must be paid by the Exhibitor.
  - Applications for space must contain details for the proposed exhibit and the names of any other company represented by the Exhibitor whose products are to be shown on or whose services are to be referred to on the stand.
  - The charge for space is exclusive of GST. It is based on current rates of pay, rent charges and exchange and will be subject to alteration in the event of any change therein. A notice signed by the organisers and sent by recorded delivery to the address on the application form shall be sufficient notice of such amendment to the contract which shall otherwise remain binding in all respects.
  - The organisers shall have full power to determine in every respect the allocation of area and position of space and they shall be entitled for any reason, which in their sole opinion is in the general interest of the Exhibition to vary the general layout or the situation and area of any particular stand, even if already allotted and the Exhibitor shall accept such new allotment of space in substitution of that originally allotted.
  - Upon receipt of this form a contract shall arise between the Organisers and the Exhibitor in terms of these conditions subject to variation as mentioned and the relationship of licensor and licensee shall immediately arise and continue between the organisers and the Exhibitor. In case of non-payment of any sum due or any breach of non-observance of any of these conditions by the Exhibitor, the organisers shall have full right to revoke his license and to re-enter up on the allotted space and may remove and exclude the Exhibitor without prejudice to recovering all monies payable hereunder, all other claims against him and damages sustained by the organisers.
  - Stall Bookings are on first come first serve basis. Payment terms to be adhered as per mentioned on the front side.
  - In the event of any Exhibitor committing an act of bankruptcy or if a limited company being wound-up, the contract with him shall be determined and all monies already paid shall be retained by the organisers.
  - Exhibitors may not assign, sublet or grant licenses in respect of any part of the space allotted to them or may not display advertisements of firms who are not incorporated in the stand.
  - Exhibitors will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them which has been altered or damaged in any way.
  - Exhibitors will be totally responsible for obtaining of the visas as maybe required to enable them, their servants, agents, representatives, invitees, or others to attend the Exhibition and in no event shall there be any claim for damages or otherwise against the Organisers in respect of any loss or expense relating there to.
  - The Organisers will not be responsible for the safety of any Exhibitor, property of any Exhibitor, or any other person, for the loss of, or damage, or destruction to same, by theft, or fire, or other cause whatsoever, or for any loss or damage, whatsoever sustained by any Exhibitor, by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, forcemajeure or any other cause not within the control of the Organisers, or for any loss or damage occasioned, if by reason of the happenings of any such event, the opening of the Exhibition, is prevented or postponed, or abandoned, or a building becomes wholly or partially unavailable, for the holding of the Exhibition. The Exhibitor will not be liable for third party claims arising from their own stand fittings, and for their proportion of the shell scheme and furthermore, for physical loss or damage of the basic shell scheme thereof to any extent available.
  - In no event shall the Exhibitor have any claim for damages of any kind against the Organisers in respect of any loss or damage consequential upon the prevention, or postponement, or abandonment of the Exhibition, by reason of the happening of any of the events referred to in Condition 13 or otherwise, or of the Exhibition Building becoming wholly or partially unavailable for the holding of the Exhibition, for reasons beyond the Organisers control, and the Organisers shall be entitled to retain all sums paid by Exhibitors, or such part thereof as the Organisers shall consider necessary. If in the opinion of the Organisers, by re-arrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building, or any other reasonable manner, the Exhibition can be carried through, the contracts for space shall be binding upon the parties, except as the size and position, as to which any modification, substitution, or rearrangement they consider necessary shall be determined by the Organisers.
  - Stands must be properly manned and exhibits displayed during all the time the Exhibition is open to visitors. No exhibits may be removed before the end of the Exhibition without the written permission of the Organisers which will only be given in exceptional circumstances. All exhibits and stand fitting materials must be removed from the Exhibition Building within the period stipulated by the Organisers. The Exhibitor shall indemnify the Organisers against any loss by reason of delay or damage to the Exhibition Building.
  - The Organisers reserve the right to make an additional charge to each Exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not. The Organisers accept no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.
  - Breach of Contract and Withdrawal by the Exhibitor-Without prejudice to the rights and remedies of the Organisers in respect of any breach of the Contract on the part of the Exhibitor the Organisers may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:
    - The Exhibitor must give written notice to the Organisers that he desires to withdraw and if the Organisers allow such withdrawal they will notify the Exhibitor of their decision in writing;
    - Any such notification by the Organisers to the Exhibitor will constitute a cancellation of the Contract subject to the payment of the Exhibitor to the Organisers of a consideration for release from the Contract;
    - The amount of such payment will be specified in the Organisers notification to the Exhibitor and will be that proportion of the space charges payable under the Contract specified in the second column below which appears beside the date in the first column below upon which the Organisers receive the notification from the Exhibitor.
- | DATE OF RECEIPT BY ORGANISERS<br>OF NOTICE OF WITHDRAWAL | PROPORTION OF SPACE<br>CHARGES PAYABLE % |
|--|--|
| Before 45 Days of booking                                | 50%                                      |
| After 45 Days of booking                                 | 100%                                     |
- No refund would be given upon cancellation and would result in forfeiture of the same.
  - The organiser can exercise a change in the preferred location in a scenario where the exhibitor fails to adhere to the payment terms scheduled.
  - Upon payment of such amount to the Organisers by the Exhibitor (credit being given by the Organisers for all rental already paid by the Exhibitor) the contract shall be cancelled and neither party shall have any further claim against the other.
- The Organisers reserve the right to alter, add to, or amend any of these Conditions or not, the decision of the Organisers shall be final. No alteration, addition, amendment, or waiver to or of these Conditions shall operate to release any Exhibitor from his contract.
  - OCCUPATION COMPLETION OF SITE**
    - The Exhibitor undertakes to have the display ready before the opening of the Exhibition.
    - IN NO CIRCUMSTANCE WILL THE EXHIBITOR BE PERMITTED TO ERECTOR OCCUPY BOOTH OR SITE, IF THE PARTICIPATION FEE HAS NOT BEEN PAID IN FULL. Should an Exhibitor be prevented from occupying his site for this reason, all participation fees paid shall be forfeited, and the balance of the participation fee shall be recoverable forthwith by the Organisers as agreed, as liquidated damages. The Organisers shall be entitled to utilise the site which had been allotted to such Exhibitor in such manner as the Organisers shall think fit, and to recover from the Exhibitor any expenditure incurred in so doing.
  - CLEARANCE CERTIFICATE:** All Exhibitors are required to authorize an official from their organization to take possession of their shell/raw space, and furnish an indemnity Bond against damages and outstanding dues. They are also required to obtain a Clearance Certificate from Site/ Hall Managers Office on set-up day. The Hall Managers are authorised to refuse permission to any Exhibitor from occupying his stall/site if he is unable to produce the Clearance Certificate
  - AUDIO-VISUAL EQUIPMENT AND DEMONSTRATION:** The use of sound systems is permitted, provided that the sound is directed into the participant's exhibit, space, and that the sound is not objectionable to neighbouring exhibitors, in the sole judgment of Organisers to do so may result in immediate eviction of the participants from his exhibit space or such other remedies as Organiser deem appropriate. Organisers do not plan to provide any live or taped music during the exhibition. Any exhibitor planning to play any live or taped music in its booth must first notify Organisers in writing. Further, Organisers reserve the right to charge back to those exhibitors playing music any fees or other charges they are called upon to pay.
  - COMPETITION:** No Competitions or the like may be held without the written consent of Organisers.
  - FAILURE OF SERVICE:** Organisers will use their best endeavours to ensure the supply of the services from the Landlords and of those mentioned in the Exhibitor Kit, but they shall not incur any liability to an Exhibitor for any loss or damage, if any such services shall, wholly or partially, fail to cease to be available, nor shall the Exhibitor be entitled to any allowance in respect of charges due or paid.
  - Conditions of Payment: The Participation fee shall be paid by the Exhibitor as mentioned overleaf.
  - Services provided: Each stall will be provided with floor covering, partition panels, fascia, spotlights (number depends on area of the stall), one table, three chairs, one socket, one waste-paper basket. Any extra requirement will be charged for. The charges will be sent upon in the exhibitor manual or on request. While overall, cleaning of the exhibition hall will be the responsibility of the Organisers, the participants will be responsible for keeping their stalls clean and in good order at all the times. Arrangements will be made for providing general round-the-clock security. However, the Organisers will not be responsible for theft, pilferage, loss or damage of any materials, goods or properties belonging to the individual participant any time before, during or after the exhibition, for any reason or cause whatsoever.
  - Safety: Any machinery in motion capable of causing injury or death to either person or property must be installed in such a way, so as to provide full protection against claims, damages, costs, charges, expenses, Demands and legal action of any kind arising from injury or damage caused by such machinery. No inflammable material is to be stored at the site.
  - Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radio-active material, or which might provide noxious fumes or which make use of or display any other materials which may involve a danger to the health or safety of any person. No such materials may be brought into the Exhibition without the prior agreement in writing of the Organisers and also the Exhibitors or person responsible agreeing to indemnify the Organisers against any claim or actions arising from the use or display of such materials.
  - An Exhibitors Manual will be issued to each Exhibitor containing detailed instruction for the organization of the Exhibition. Further rules and regulations will be found therein and shall be deemed to form part of this contract and shall be binding on the Exhibitor. Additionally, the Organisers may at anytime make further rules and regulations, having immediate effect, in relation to any aspect of the Exhibition.
  - All disputes arising in connection with this Agreement shall be finally settled by a Sole Arbitrator, to be appointed by the Organisers, under the provisions of Indian Arbitration and Conciliation Act 1996. The place of the arbitration shall be Mumbai. Only the Courts at Mumbai shall have jurisdiction.
  - The Organisers will not be responsible for any infringing claim/action against the exhibitor.
  - The Exhibitor upon signing of this contract form fully realises and agrees to FAIC Convention & Exhibition 2022 being a trade show (Business Show) and therefore also agrees to the fact that children below the age of 16 years are not allowed to visit the show, this hold for children of Visitors & Exhibitors.
  - In case any Exhibitor wishes to take prior possession of their booth space, i.e. prior to the set up time allotted by the Organisers, it is the sole responsibility of the Exhibitor to contact the landlords of the venue and arrange for the same. The Organiser will not play a role in the arrangements of the same. Upon signing of this contract, the Exhibitor agrees to not pressurise the Organisers in any way for additional set up time. The organisers have no objection to the exhibitor contacting the landlord of the respective venue for any arrangements they wish to make internally. The Exhibitor, upon signing of this contract, also agrees not to hold back any funds due to the organisers under the pretext of securing additional days for set up.
  - All exhibitors need to have insurance of their goods, exhibits and third party insurance during the exhibition.
  - The Organiser is not responsible for taxation (GST/Octroi/Excise/Customs, etc.) or any other liability of any sale or commercial transaction made by Exhibitors during the exhibition.
  - Organiser shall have a right over all the photographs, the shoots (including, but not limited to the shoots for the exhibitors products/services which may also include the model for the shoot), product pictures, profiles, brands ("Items") submitted by the exhibitor to the Organiser - FAIC. Further the Organiser has the right to use the said Items as mentioned above for the promotion of FAIC forthcoming events, exhibitions, conferences and trade fairs at various places, for marketing the products and services of its clients and for any other promotional activities or otherwise as considered fit by FAIC. Further, the exhibitor agrees to indemnify FAIC, against any liabilities which may accrue to FAIC including but not limited to claims, demands, notices, suits, proceed ings made, served, instituted and/or pending by or against the exhibitor/FAIC, as a result of using the Items for the abovementioned purposes.
  - The exhibitor is requested not to harm the landlord's property in anyway by drilling or in anyway. Also take possession or vacate as per the Organiser guidelines.
  - It is mandatory to pay a security refundable deposit of 50,000/- by the exhibitor to the organiser before the commencement of the event. In the case where exhibitor has obeyed all the rules and regulations of the exhibition then the security deposit will be refunded by 10th November 2022.
  - The stall booking rates can be changed without any prior notice.
  - Participants will be provided with a receipt subject to realisation of the cheque.
  - Any Stalls Booked under Shell Scheme will get standard facilities. Any Additional requirement will be charged extra.
  - Set up of the stall to be completed by 09.00 PM on 13th September 2022.
  - Event timings are 10.00 AM - 7.00 PM on 14th & 15th September 2022 and 10.00 AM - 05.00 PM on 16th September 2022. The stalls will be made accessible each day at 9.00 AM only on the exhibition days.
  - All Exhibitors are permitted by the association to send their own Invitation card to any number of visitors provided they incorporate the Event Name very clearly.
  - The exhibitors/Visitors are not allowed to take the saleable goods/products out of the exhibition area during the exhibition days.

All communications to be addressed to:

### FEDERATION OF ALL INDIA CATERERS

Flat No. 1, Ground Floor, Sumitra Sadan, Azad Nagar CHSL,  
JVPD Scheme, NS Road No. 1, Vile Parle (W), Mumbai 400056.  
Cell : +91 97696 44931 / +91 97696 44864 | Web : www.faic.in

Authorized Signatory

(with office stamp)

(Rules & Regulations mentioned are read and understood)



# The POS Tale

## How to Buy Right?

Going Tech has its own share of advantages that the hospitality industry ought to know. Finally, you have the POS to rely on and work on even while you doze off

**R**etailers have to make a big choice when picking the right POS software. Keeping in view the time and money you spend on this process, you must get the most out of your money and implement a solution that will expand your business. This article is intended to help you find the best POS system by pointing out some important things to think about before making a purchase.

### EASE OF USE

When systems are easy to use, customers will have a better experience at the cash register; there will be fewer mistakes, more customers will be served, and reports and information will be better. It will also cut down on the time it takes to teach new employees how to use the system. A good POS system gives employees the relevant data they need right away so they can help customers.

### FUNCTIONALITY

It is important to make sure that your new POS has the proper features that can help you manage your business. But while most people focus on how to pay, there are a few other things that should be taken into account. For example, the Adjustable floor plans feature can be very helpful in a restaurant or bar because it lets your staff know where the tables are and let them move them if necessary.

## TECHNOLOGY

Consider whether or not the system will be cloud-based or local server-based when purchasing a POS system. You can run your business from anywhere, at any time, with cloud-based technology. Small businesses may also benefit from lower hardware costs, which can be a boon. Cloud-based technology is better suited for smaller businesses, while local servers are better suited for larger businesses.

## RELIABILITY

Your POS system is regarded as dependable and good as the hardware that supports it. Customers



## Cut the Stress with the right POS software purchase choice



who are unable to pay because of a malfunctioning piece of hardware can have a negative impact on both your revenue and your reputation. It is imperative that your equipment performs consistently and reliably 24 hours a day, seven days a week.

## TRAINING AND SUPPORT

Each business is unique and has its own set of workflows, challenges, preferences, requirements, and objectives. For those moments when something just doesn't make sense, a good POS supplier helps you to

figure out whether the software is a good fit for your business or not. Make sure to inquire about post-sale support before making a purchase so that you aren't left to fend for yourself.

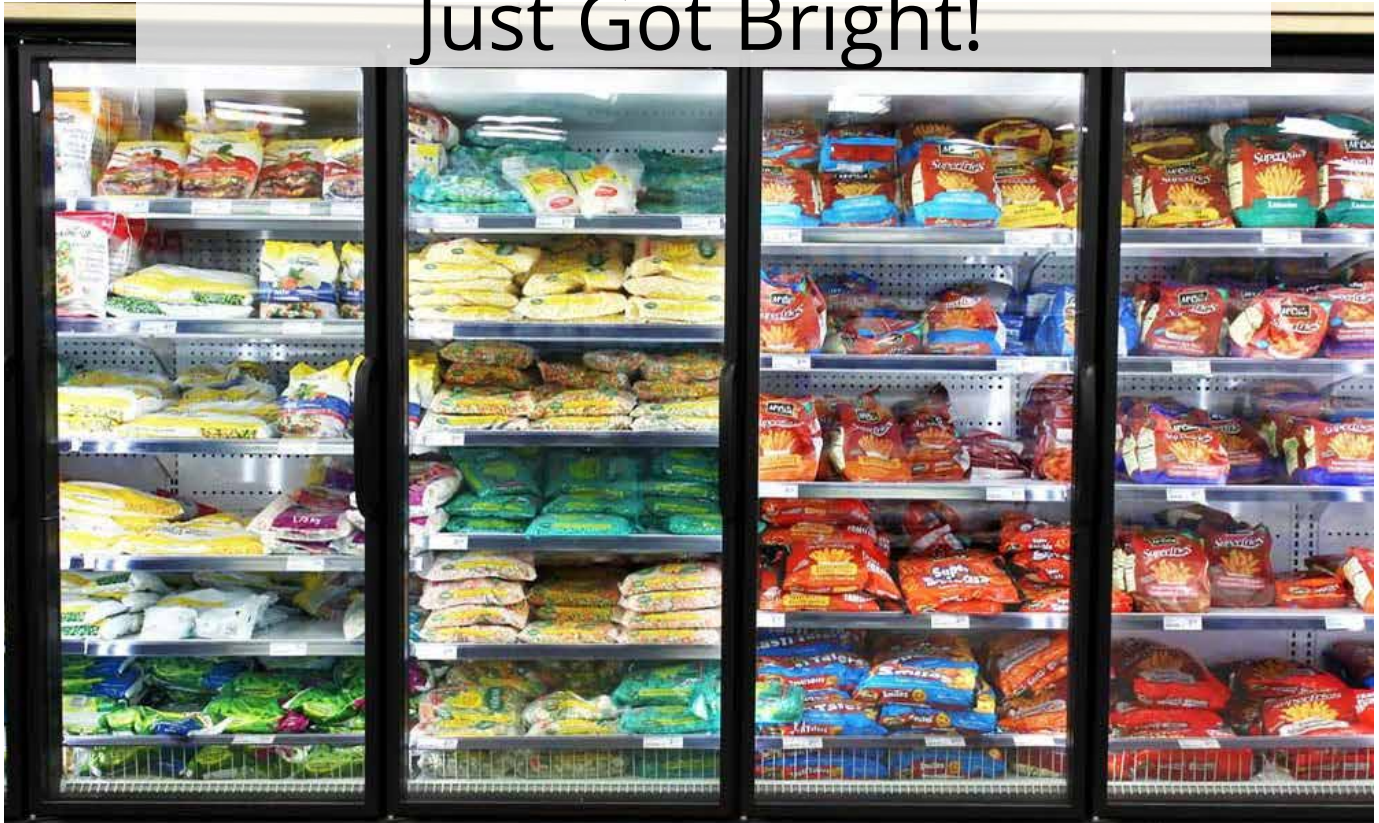
## PRICING

When comparing the costs of various point-of-sale systems, consider the potential long-term return on investment in addition to the initial cost. You should keep in mind that as your business grows, you may need to upgrade your point-of-sale system in order to meet those needs. Is your system built to last or will it need to be replaced after a few months or years because of damage? These are questions you should ask yourself. Spending thousands of dollars on the wrong POS Provider is worse than being picky and cautious.

Do your homework and exercise caution when entrusting your business to others. Free trials and demos are offered by some service providers; take advantage of these opportunities. Make sure to get feedback from recent customers of the service provider you're aiming for. ●

# FROZEN FOOD BUSINESS

## Just Got Bright!



Your recipes and biz ideas are great, but will they sell? Today, frozen foods have taken the hot seat. Let's see what the numbers have to tell us.

**F**rozen food sales in India are on the rise, thanks to a growing middle class, the creation of millennials, dietary shifts, technological advancements in the cold chain, and changes in retail. India's frozen food market was valued at USD 1.1 billion in 2021 and is expected to grow at a CAGR of 18.4 percent between 2022 and 2028, reaching USD 3.26 billion by the year 2028. The recent boom in this market can be attributed to a variety of factors, including the rise of the millennial generation, shifts in dietary preferences, advancements in the cold chain industry, and changes in retail practices. Because of their convenience and long shelf life, frozen meals are popular with consumers.

### WHAT IS FROZEN FOOD?

Frozen food is food that has been frozen and kept at a cool temperature for a long time. There are ready-to-eat foods, like snacks and desserts, as well as ready-made meals, vegetables, soup, fruits, meat, fish, and seafood at the frozen food market. Also, there are no preservatives in frozen foods because microorganisms can't grow on them when the temperature is below  $-9.5^{\circ}\text{C}$  ( $15^{\circ}\text{F}$ ). This keeps the food from going bad.

### HOW IS THE FROZEN FOOD BUSINESS GROWING?

Due to the busy lives of millennials and the growing number of people

who work, the frozen food business has slowly grown, especially in ready-to-eat meals, frozen meat, on-the-go foods, and other categories. In cities, frozen meals are becoming more popular because they take less effort and time to make than fresh food. Also, more people are eating frozen foods because many households have more money to spend and people tend to buy things on the spot.

## WHAT'S NEW IN THE FROZEN FOODS INDUSTRY?

Online shopping is one of the newest ways that Indian buyers like to shop. The digitalization of the retail industry has helped the frozen food industry grow. New apps, more people using smartphones, and unrestricted internet access have made it easier

Give the Freeze Vibe to culinary experiments, and see how your audience will love you

and more convenient for people to buy frozen food. Also, because of the pandemic and the risk of getting a virus when walking outside, more and more people are shopping for frozen foods online.

## INDIA FROZEN FOOD DISTRIBUTION CHANNEL

India's frozen food market is divided into online and offline channels based on how the food is sold. The biggest share of the market is held by the offline distribution channel. The upsurge of offline distribution channels is helped by the fact that grocery stores and convenience stores have great freezing and temperature-controlled spaces. During the coronavirus epidemic, there were national lockdowns because people were afraid of getting the deadly virus



by going outside. As a result, many customers have quickly moved to online platforms to buy frozen goods. Because of this, it is expected that the online segment will have the highest CAGR over the next five years.

## FROZEN FOOD COMPETITIVE LANDSCAPE

India's leading players in the frozen



food market are Capricorn Food Products India, Bikaji, Chevon, Kohinoor Foods, Iscon Balaji Foods, Kuppies, Meatzza, McCain, Top Fresh International, Nutritotal India, and others. They put a lot of effort into improving their distribution channels and spend money on advertising and marketing to get more people to buy their products. In this market, mergers, partnerships, acquisitions, collaborations, etc. are often used as ways to stay ahead of the competition.

## FINAL WORDS

India's frozen food market is small, but still there are a lot of different companies working in this industry. But, they are unable to provide what customers really need. So, there is a lot of room for growth in this field if you know how to work smart, have patience, and don't expect to make money right away from the first day. ●





# FEDERATION OF ALL INDIA CATERERS

## MEMBERSHIP REGISTRATION FORM

**NEW**

**RENEWAL**

PHOTO

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

Company Name .....

Person Name .....

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

Address .....

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

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

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

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

Membership is Subject to Approval of FAIC Board.

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

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

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

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

Bank Name .....

Date of the Payment .....

**For NEFT/RTGS :-**

Bank : HDFC BANK

A/c. No. : 50200005809234

IFSC : HDFC0001698

MICR : 360240009

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

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

**FOR OFFICE USE ONLY**

**NEW / RENEWAL**

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

.....  
Authorised Signatory



# FEDERATION OF ALL INDIA CATERERS

## Convention-2022 Registration Form

PHOTO

FAIC Membership No.: .....

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

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

Company Name : .....

Person Name : .....

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

Address: .....

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

GSTIN: .....

Description	Convention Registration (per head)
Convention Fees for Every Member	Rs. 4,000/- + Rs. 720/- GST = <b>Rs. 4,720/-</b>
FAIC Membership Fees per Firm	Rs. 3,000/- + Rs. 540/- GST = <b>Rs. 3,540/-</b>

Please send the registration charges by cash/DD/NEFT in favour of  
**"FEDERATION OF ALL INDIA CATERERS"**

- It is mandatory to fill-in this registration form.
- Firm must be registered as FAIC member.
- For registration of Each member, charges are Rs. 4,000/- + 720/- GST. For additional persons of the same business-firm, a separate form for each a fees Rs. 4,000/- + Rs. 720/- GST per person has to be sent.
- Convention registration fee includes entry-fee, 3 breakfast, 3 lunches, 1 gala dinner, 1 Dinner, 1 Gift, 1 Souvenir and 2 nights cultural and entertainment program. Transportation and accommodation fees are not included in this.

Draft / UTR No.: .....

Bank Name: .....

Date of DD/Transaction: .....

For NEFT/RTGS :-

Bank HDFC BANK

A/c No. 50200005809234

IFSC HDFC0001698

MICR 360240009

For queries, Pl contact:

Mr. Dipak Sanghvi, Co-ordinate Secretary +91 92275 11111

Mr. Chandresh Mehta, Jt. Co-ordinate Secretary +91 98240 42906

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

**FOR OFFICE USE ONLY**

Date of Receipt: ..... Receipt No: ..... Delegate No: .....

.....  
Authorised Signatory

# Here's why **FAIC September 2022** is a must visit



Opportunities don't keep coming always, but when FAIC Sept event 2022, knocks at your door, it means something really awesome for the Catering industry.

**T**he family of FAIC is no new name to India, especially in the catering industry. This institution has a reputed history of giving shape to the unorganized sector of the catering business, building an identity of chefs and caterers. Most importantly, today, FAIC is the voice of this segment of people. As the September FAIC event 2022 brings opportunities to the Catering Industry, we have broken down why every caterer can benefit from attending this function. Once you read this page, it doesn't matter if you hail from a five-star hotel or startup or even an aspiring caterer or an event manager; you will be inspired to register and attend the FAIC 2022 this time. Just hop into <http://faic4th.com/> and register to be part of this fabulous event.

If you have not yet booked your stall space in this phenomenal All India-based FAIC event, then head



right below to understand why you need to register and book your stall at the earliest. To give you a start, the audience is huge, and you are surely going to collect some worthwhile business. Did we just pop a spark? Read on to see the magic FAIC holds for you.

## **WHAT IS FAIC EVENT 2022?**

This 2022, India and the world will see the prestigious event organized by FAIC 2022. It will be



held between Sept 14- 16, 2022 at the Helipad Exhibition Centre, Gandhinagar, Gujarat. This is the 4th Convention and Exhibition 2022 that has been specially designed by the FAIC Catering body. The event is dedicated to the entire Catering Industry players, the Food & Beverage Industry, and the endless count of International entrepreneurs and companies who wish to associate with India in the name of food.

It has been named Chalo Gujarat intending to wish success and guidance to the Indian Hospitality



Industry as a whole. Previously, 3 conventions were held and the response was a huge success. Owing to the FAIC's capacity to bring together catering businesses under one roof, this fourth convention is a must-visit. Especially, as India and the global business scenario are being reactivated in this post-pandemic era, every company that wishes to scale up should build its strong footprint at the FAIC event in September.

## **BENEFITS OF REGISTERING IN CHALO GUJARAT FAIC 2022**

If you are an Indian caterer, Hotelier, Foodpreneur, Cloud Kitchen owner, food packaging company, or hospitality, and kitchen equipment manufacturer, then we have a few reasons why you need to be a part of this event.

- Over 40,000 visitors can set foot here in September for this massive function
- Did you know that the guests



include both International and Indian-based entrepreneurs, food-based startups, and catering wizards in India?

- You get to learn, interact, establish connections, and network and gain business not in your area, but from all over India and worldwide.
  - Your opportunities for business, growth, credibility, industrial recognition, and heavy profit-making business deals are all available under one roof.
  - Machinery, Technology, products, and services are all part of the exhibitions. So, if you want to buy, research or introduce your product and service line, this is the perfect venue.
  - This one registration will help you meet the industry changemakers.
  - In 3 days, you make such life-changing contacts that will surely rebound your business.
  - Even if you are venturing into something exciting in hospitality for the first time, you have loads to learn from here.
- See you there with the best from the world of food and business. ●

# Excite the Tongue with Pickled Ideas

Pickles are synonymous with every food culture. This time, we are picking the roadway to find great ways to use Pickles, Brine, and plenty of interesting food tweaks.



**T**he humble pickle has a story of Life attached to our lives. It's not only in India but worldwide. It was about enjoying meals with what our lands provided us. Be it salted, soaked in brine water, oil, or drenched in masala mixes, each pickle or the Indian Achaar was one lip smacking dish. If you have pickles in your fridge, whether you bought them or made them yourself,

the worst part is eating the last one. Even more so when there is a lot of liquid left over and you don't know what to do with it. It's unfortunate to throw it away, but there's nothing else you can do.

Pickles are an important part of eating in the summer. What's a burger without some bread-and-butter pickle chips on top? A plate of meats and cheeses without the sharp crunch of a cornichon? In the summer, it's easy to go through

containers of pickles quickly. But please don't tell us that when you're done with the pickles, you just dump out the brine.

## MARINADE FOR CHICKEN

Assuming you purchase high-quality pickles (or create your own), your juice should be brimming with spices. Allow the seasonings to direct how you utilize your brine.

If you use bread-and-butter pickled brine, the sugar concentration will be greater. This lends itself well to caramelization, making it ideal for a marinade in something like chicken.

## PREPARE OYSTER SHOOTERS

Do you need a fun breakfast for your guests? Consider an oyster shot flavored with pickle brine. At home, you may use whatever tonic pickle juice you have available (pickled banana peppers are simple to acquire at the grocery) and serve it in a shot glass with an oyster, or do that in the shell if you're feeling fancy.

## MAKE QUICK PICKLES

You can add raw or gently blanched vegetables in the residual juice, such as onions, carrots, cauliflower, or beets, for fast pickles that will be eaten within a few days. Use hard-boiled eggs instead! Simply place them in the jar and place them in the refrigerator for approximately 24 hours before eating.



Pickles are an important part of eating in the summer. What's a burger without some bread-and-butter pickle chips on top?

## ENERGY BOOSTER

Is pickle juice healthy? It's a surprise hidden weapon of several sports teams since, whether taken straight or slightly diluted, it's a very efficient means of hydration. Consider bringing it with you on your next walk or sporting event.

## MAKE DIFFICULT COPPER PANS SHINE

You know those lovely copper-bottomed pans that we all love to



cook with but despite cleaning? Simply pour the remaining juice into a big dish and place the pan inside for around 15 minutes to soak. It will seem so bright and fresh that you'll think you're in an advertisement.

## CLEAN THE DIRTY COOKTOP

Many chefs at fine dining establishments utilize spilled pickle juice as a pesticide solution to clean



their still-warm stove after usage. Simply pour the remaining pickle juice over the stovetop and scrub with a soft cloth or scouring pad. Then, rinse well with clean water.

## GOT STALE BRINE IN YOUR CELLAR?

Here's something you may want to note:

Pickle juice may spoil. Furthermore, not all of the residual brine should be reused. Examine the pickle jar before you begin reusing pickle brine. Is there visible mold on the lid, sides, or on the surface? If so, throw it. If there are no apparent molds, utilize them using the above-mentioned techniques.

Life can be simple, sustainable, and exciting just the way our old grandmas did so. We all can work towards laying new, healthy, clean food on the table and it essentially does not have to always be expensive. Happy Pickling until we meet again!●

## MITHAI BRAND GUR CHINI OPENS BRANCHES IN GLOBAL AND PAN INDIA

This desi-themed Mithai shop has given its sweets a modern dimension. This has been well-received among its customers encouraging them to expand all over the world. They first started with mini-shops in Delhi and later build their sweet footprints in various Indian cities like Ahmedabad, Chennai in South India, Pune, Bengaluru, Aurangabad, and also Mumbai. Considering the success, they have slowly now loved Kuwait, Abu Dhabi, and Dubai. Presently they sell sweets and namkeen that are loved by all Indian cultures.



## SMOOR CHOCOLATES HAVE EXTENDED FROM BENGALURU TO MUMBAI



This Bangalore-based company sells luxury chocolates and has stepped up significantly recently. Their first chocolate café opened in Mumbai and this is an absolute haven for choco lovers. Vimal Sharma, CEO of SMOOR, states that the stand-alone store focuses on Bean to Bar model and serves only high-end artisan chocolates. Their space has been designed in lieu of the neo vibes and blended with modern art also.

## NAMDHARI GROUPS JOINS THE READY TO COOK BANDWAGON BUSINESS THIS YEAR



With ample research, the Namdhari group has geared in for a new launch of ready-to-cook products in India. Gurmukh, CEO of the Group plans to focus the launch in Bangalore. The products introduced are dosa batter varieties and chutney powders that need very little cooking time. They plan to spread in Mumbai and Hyderabad over time, as the sales build up. Apart from this, they have over 2000 products that are running successfully.

## SKIPPI COLLABORATES WITH SWIGGY TO MARKET ICE POPS

India's first popsicle brand Skippi Ice Pops has collaborated with Swiggy Instamart to deliver their products to over 17 cities all over India. This will help them penetrate into the inner markets and small retail stores with the help of quick commerce sales models. As per the deal, people who order via Swiggy will receive the ice pops within 45 minutes of an order. These affordable pop flavours are loved by young and old alike.



## ECO-FRIENDLY KFC OUTLETS ARE HEADING OUR WAY IN 2022



With a commitment to creating sustainable eating environments, KFC has launched steps to dispose of wastes responsibly and use environment-friendly packaging. This will be enforced all over India, and they plan to start over this medium of operation in over 20 outlets by 2022, and more will come in 2025. As part of the initiative, they have set up almost 18000 solar units in their Chennai branch and even reused good water.

## JUMBOKING USHERS DELIGHT TRAVELERS AT HYDERABAD METRO



For the first time, Jumboking has forayed into Hyderabad Metro Station to bring ease to the hunger pangs of travelers. They serve a wide variety of vegetarian burgers that are spicy and influenced by foreign flavours. They offer some good flavors like Corn Palak, Hara Bhara, Nachos, Crispy Veg, Mac & Cheese, and much more. They had started in Ameerpet Metro Station and served affordable snacks to people.

# Handle the Finance Right Dear Hoteliers!



Understanding Financial Management For Hoteliers makes work so much better

**D**id you know that the most successful hotels depend on core financial management concepts to successfully manage their assets?

Annual budgeting, extensive financial monitoring, ongoing audits, and a reporting structure that aids managers in keeping tabs on P&L data are all examples of good financial management practices in the hotel business.

Let's take a look at some suggestions for hotel financial management.

## **ANNUAL BUDGET**

The yearly budget presents an accurate and comprehensive view of the property's financial situation. After the data have been gathered and recorded, the budget may assist in determining whether or not the monetary objectives will be met, as well as what can be done to improve the situation.

## **ACCEPTANCE OF PAYMENT**

Hotel customers expect to make the payment by credit card (which gives both the hotel and the guest additional security and convenience), and this is especially true for those staying at a hotel. Clearly state in your hotel marketing materials which debit or credit cards are accepted and which aren't in order to avoid confusion among guests about payment options. Processing fees

for credit cards can range from 5% to 10% of the transaction value, depending on the volume. This means that you should carefully consider your credit card needs, as they can significantly reduce your net margin.

## HIRING AN ACCOUNTANT

Managing a hotel requires a thorough understanding of financial issues. Not many individuals like the tedious task of filling out paperwork and calculating complex figures. As a result, the first step for a new hotel owner is to speak with their accountant ASAP. They must make certain that any data they regularly gather is accurate and effectively obtained.

## FINANCIAL REPORTING

The next step is to produce standard reports that provide managers with a daily top level overview of each operating area. When it comes to creating

customised reports, managers have a lot of leeway. Consequently, managers must be well prepared to comprehend and take benefit of the information they get.

## BUDGET COMPARISON

The next step is to compare the actual costs incurred by each operating area with the budget.

Now that they have access to the data, managers may pinpoint the areas in which expectations have been surpassed or discrepancies that jeopardise profits.

## ACCOUNTABILITY

Occupancy, average rate, inventory control, and operational expenditures should all be the responsibility of management. Track, trace and reconcile any



When it comes to running a successful Hotel, money matters.



discrepancies in an auditable environment. A strong accountability may help with this. In addition, new employees should be given the opportunity to learn about the company's values via training programmes.

## FORECASTING

Proper planning and forecasting are also critical aspects of managing a hotel's finances. A sales prediction must be both reasonable and attainable in order for it to be useful. The level of service you want to deliver to your visitors should not be degraded by projected excessive cost-cutting in your operational expenses estimate. It's best to keep track of seasonal trends and guest spending on a weekly basis so that you can adjust your budget accordingly. ●



# FEDERATION OF ALL INDIA CATERERS

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Contact Person: ..... Designation: .....

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Authorized signatory

(Office stamp mandatory)  
(rules and regulations overleaf have been  
read and understood)

Event organized by



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