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NEWS

VOLUME 5 | ISSUE 12 | September-October 2022

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FEDERATION OF ALL INDIA CATERERS

FAIC

NEWS

VOLUME 5 | ISSUE 12 | September-October 2022

Back on Track The Events Roadway

**4th FAIC
CONVENTION
& EXHIBITION
2022**
A HUGE SUCCESS





Let Events Get Your Focus Right

In the month of September 2022, I am pleased that our FAIC magazine is paving way for some much needed positive changes. This will indefinitely help the Food and Hospitality Industry at large. Alongside, I have been strongly working with the team to bring on an impact of improvement for the Catering industry this 2022. This time, our magazine is focusing on “Back on Track – The Events Roadway” and it will showcase all the splendid functions that we have had for August and September this time.

I must say the past two months were busy and still at the end of the day when I see the results taking shape for the FAIC as a whole and each of my catering meters, I am deeply happy by the hard work behind the scenes. In last month's edition, we has given our readers an overview of what would happen at the 4th Convention of the FAIC Exhibition. This September we will be sharing with you all the various functions and events that were held during the past two months.

With this edition, you will be introduced to a variety of activities where caterers from all parts of India, will get to know more about the various events that can help them boost their sales. It will also explain how the service providers in the hospitality industry work towards future based goals of the industry performance and better recognition as per International standards.

The theme of the magazine indicates our streamlined works to help all the caterers in Indian get their business back on track in the most technologically and quality oriented manner. You are cordially invited to be part of this knowledge rich magazine where we balance out our share of entertainment and caterer insight building equally so that this hospitality industry grows back to normal. We work to grow together ensuring that the next level of expansion and success is witnessed.

Take your time to explore our world of research and numerous events that are coordinated with the FAIC experts and related insights. This way you will know where you can input, grow your focus and expand your own frame of work soon.

Narendra Somani
President, FAIC

“To get back on track in any business, we lend the support that every caterer in India needs today and for days to come.”



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ABSORB THE LIGHT TO BRING BACK YOUR STRENGTH

A warm welcome to you to another edition from the FAIC world; this time, I am indeed happy that you are here to know the latest developments of FAIC. This September edition, our focus will be deeply tied with one thought and that is, “Back on Track – The Events Roadway” which means we are on a dutiful mission to help you see more fruitful days soon in 2022.

The edition will reflect on the various events we have conducted like our 4th Convention of FAIC Exhibition that was held on 14, 15, and 16th September 2022 and I must say, it was a huge success. We have always been venturing on how to bring an impact on the lost days of business for our fellow caterers. So, that is where our plans have worked always. We have collaborated with the caterers on a Pan India basis so that all the members are aware of various opportunities that we have outlined for them.

In the month of August and September, we have been continually engaging with various change makers in the Indian hospitality industry to come together for various events and exhibitions. This has therefore been a fantastic venue to build connections and insights for the chefs, hotel entrepreneurs, manufacturers, and other third parties directly or indirectly related to the hospitality industry.

The best part of playing a pivotal role in such events and exhibitions, we have been able to improve the business conditions of many people. We have conducted rapid talks with the government and hence such liaison works will help to get you back on track. This improvement in the Hospitality business was clearly visible as we were able to bring a huge All India coverage to all the participants on a worldwide basis. With the entry of International business associations for our Exhibitions, you get the opportunity to showcase your product and service lines.

I am pretty sure that when you have a daily dose of our magazine, it will drastically improve the sales and business opportunities for many caterers. Whether you are stepping into this field, or even want to re-pump your existing business, this will help you in the most planned manner. Read on, and grab the insights that help you understand where and how to take charge of your business in 2022.

Kirit Budhdev
Secretary, FAIC





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Kshama Prabhu, Executive Chef,
Bar Stock Exchange & Corum Hospitality

Cover Story

Back on Track

The Events Roadway



20

Getting back on track after a long gap with the pandemic chaos was kind of tough for all. With the events rolling in by FAIC from August and September we have uncovered a lot for your minds to feed on.

14 FAIC Convention : One Platform where Immense Opportunities Grow

24 FAIC Convention, a well organized affair – Pankaj Kothari

26 FAIC Convention can help businesses grow – Rajat Khanna

28 FAIC unifies India's Catering Community – T K Radhakrishnan



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42

29 FAIC Convention, beneficial for the HoReCa Industry – Team Everest Spices

30 Jharkhand Caterers Association Organizes National Caterers Day

31 FAIC Convention, A Huge Platform for F&B Industry – Tarun Sahani

32 Beverage Business? Try out Five Specialty Coffee for a fresh burst of flavor

34 The Prestigious Indira Gandhi Pratishthan Event

36 Celebrations that make September 2022 Awesome

38 News

40 Pre FAIC Convention Meet at Indore MP

42 7 Popular Ways That Five Star Hotels Can Prep For The Post Pandemic Sales

44 AKCA organizes the Grand Caterers Utsav 22



52

48 Catering Equipment Trends You Need To Keep An Eye On

50 Sangathan Shakti Where Unity Brings Success

52 Smart Solutions To Food Waste In Catering

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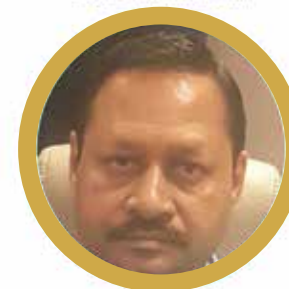
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FAIC Convention

One Platform where Immense Opportunities Grow

Treat your eyes to the best pictures that we have collected for our readers to see how grand our 4th FAIC Convention was this time in the month of September 2022.



Time and Time again, there have been a lot of conventions and exhibitions for many industrial niches in India. However, at FAIC, we work towards giving a clear identity and growth pathway to the Catering Industry in specific. Our efforts have been tuned to bringing the best of entrepreneurs from across India and the globe to use the talents that our Association holds. We also have set a stable platform where manufacturers of various elements of the food and hospitality industry can contribute, grow and interact with the other members in this industry.



Together we work to help each of our readers and our well wishers grow in the most modern, elegant, and streamlined manner. Take a look at how we helped the recent convention in Gujarat.



Once you know the path to success, you will have the courage to take the next big step to grow









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Back on Track The Events Roadway



Getting back on track after a long gap with the pandemic chaos was kind of tough for all. With the events rolling in by FAIC from August and September we have uncovered a lot for your minds to feed on.

We are living in a Post Pandemic period today. However, the blues of the virus seems to tingle our minds. We need to let that go if some impactful change is on your mind, dear reader. You may come from the tourism industry, food industry, hospitality industry, health, or any other, but this change to revival route way for business is almost next to necessary for you.

Success is possible, provided you are ready to wade into the odds of situations. Survival is the hidden energy that comes up when you need to move on in business and in life. This is often the driving force in success for any business, or the industry. We understand that sometimes there are situations where we have to think about ways how to bring life back into our business. The journey was extra hard for most of us with the pandemic onslaught, but nothing lasts for a lifetime.

If you have the willpower to make the change, we are here to guide you on the right track to bringing back life to your catering business. This

on a Pan India basis has yielded many positive plans and initiatives for many people in India and also on the global front.

THE FAIC EXHIBITION AND CONVENTION - SEPTEMBER 2022

The FAIC initiatives and the members who are part of the beautiful associations are known to all the catering members in India and even the prominent chefs and hotels that operate in India. This September 2022, we have organized an Exhibition between Sept 14- 16, 2022 at the Helipad Exhibition Centre, Gandhinagar, Gujarat. For a heads up, we are super delighted as the outcome was really fruitful and better than we could have ever dreamt about!

A small walkthrough about the Convention cum Exhibition:



time, Our September edition is all about Back on Track – The Events Roadway, where we will share insights on how each and every catering firm, machinery establishment, hotel, or even cloud kitchen can be nurtured back to stardom. The pandemic has gone back into its shell and it is time for us to revive the food and hospitality business now. So, in 2022, we at FAIC are up and enthusiastic to share various advancements in plans on how this industry can get back into action. These will include the various initiatives that we have come about within the past two months.

THE EVENTS ROADWAY

We have been able to coordinate with many hoteliers, caterers, and other manufacturers that are related to the F& B industry. Our association

- This was the 4th Convention and Exhibition 2022 designed especially to help and promote the FAIC Catering body across India.
- The event was the best venue after the pandemic to bring together all the Catering Industry players, manufacturers, chefs, and companies within the Food & Beverage Industry. Then we have invited a lot of International entrepreneurs and companies who wish to associate with India for some innovative streams of long lasting business.
- Named the Chalo Gujarat, we have been to give shape and identify the catering community in India in the most prestigious manner. It is not them alone, but even millions of small scale industries who have worked to make this industry more mechanized and equipped in the best way possible.
- Prior to this, we have held 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.

- In previous years and this was accepted a lot by the industry. The main goal is to help both big and small caterers find their social presence in the market and build a strong customer base. This cannot be done if they sit at their own zones of work or locations.
- This is why the Pan Indian convention is always successful as we connect the caterers, the manufacturers, the third party dealers, and also the end user in every state. Building a market is our prime priority and our caterers have even found customers across the globe.
- We, at FAIC, have always planned and lived to give an identity to the unorganized sector of the F&B industry. It is true that our Indian caterers have been the backbone of happiness and cultural coordination with great food and events.
- However, their hard work is sometimes out in the background. Here by attending and conducting such conventions, we are

THE IDEA OF SURVIVAL NEEDS A TOUCH OF INNOVATION

The edition focuses on getting back on track for the catering industry at large. Yes, it has been the livelihood for caterers for generations and the pandemic brought this to a sudden halt. It is not them alone, many other sectors have suffered a lot.

So, with an insight to bring them back from where they stopped, we feel that Back on Track should have an innovative touch. For this, the old mindset should change, menu cards can be altered to suit the present demands, new recipes can be added and lots more can be done. With the pandemic, people have always struggled to fight the boredom of life. They seek new changes in food and events, but with a healthy and clean twist. So, make sure to give them this.

It is true that smaller cities may not have much exposure to this entire new shift in work patterns, but always we suggest studying and adopting the change. For this, you need to train the workers as they need to understand what level of cleanliness is needed.



able to project their work excellence and services through such prominent pan-India conventions.

DO YOU NEED A POST-PANDEMIC HOSPITALITY MODEL?

By all means, we would yes! Business never is meant to be stagnant and if you are an entrepreneur, blend in with the changes that nature and industry offer you. This is a simple change in our mental perspectives and we assure you that small changes can help you move a long way.

For instance, in the past, street food was common and yet it was appetizing. Now, the street vendors make sure to serve hot food in better packing and with gloves. This change may be small, but cleanliness feel is what keeps their customers at peace. In the past, you may have had a credible value of service. Now, your wedding guests or corporate guests wish to see how much you care for them apart from the tasty food.

LET EQUIPMENT SUPPORT YOUR WORKFORCE

Next is an important factor that strictly pertains to technology. This aspect is part of our lives just not through smartphones. We need to change the

way we work. For this, at the FAIC exhibition, we made sure to call in many innovative technology companies that cater custom made machinery to the catering and hospitality industry.

You can use machinery that cleans the premises in between, arrange cutlery in an organized manner and make dosas or chapatis in a uniform manner. This way you get faster work that is streamlined and leaves hardly less space for errors. Many hoteliers or small time cloud kitchens feel that this could lead to unemployment. But that is not true, No machinery is intelligent enough to work alone and needs someone to monitor them on a daily basis.

AVOID THE EMPLOYEE BURNOUT

If you look at International restaurants, the workload is just as much as we have in India, but the work is managed well causing lesser chances for chef burnout or waiter burnout situation. All they need is the training to handle the machine and they can perform better and faster than you

smaller gatherings. Of course, this number will grow over the coming months. But meanwhile, you need to improve your performance too. For this, instead of enjoying a lot of food, today your guests prefer to have good quality ingredients in each recipe. So, make sure you feed them with the best.

A lot is never calculated, as it will be time and money wasted for the catering group. So, understand what your guest needs, and suggest your options for the events. This way, all are on the same page of thought and the events will be enjoyed to the fullest.

GO SUSTAINABLE

The transformation is slow in the case of the catering industry and that is what we want everyone to know. If you take an eagle eye view, people want to party hard, have weddings, and join events, but budgets are being carefully used. This is a big effect on the wedding event organizers. So, you need to choose what has to be done in the most affordable manner.

The first step for this would be to go



can expect. This will help you to manage the peak hour service with satisfaction.

You see that most people who have come back to work would have contracted the virus at least once in these two years of the pandemic. That would naturally make them mentally and physically weak. So, as entrepreneurs, you need to help them get back to work confidently with a little support of professionalism via the use of more machines.

INVEST IN QUALITY, NOT IN QUANTITY

Yes, this is one relevant change that we keep for the last. Today, if you see the events, people have

sustainable for each wedding or party. You can use sustainable ideas for parties, material that can be washed and reused, and so on.

WHAT ARE YOUR THOUGHTS ON THIS?

Leisure is part of our lives and there is a lot of market for this. Just roll up your sleeves and choose a more seamless work process to make your next catering event a huge success. If you start exploring each of the new segments of work that we have mentioned above connect with the FAIC members, and all the fellow caterers, and you can see the opportunities flowing from a Pan Indian style. ●



FAIC Convention, a well organized affair

– PANKAJ KOTHARI

Founder President, Karnataka Caterers

Pankaj Kothari, Founder President of the Karnataka Caterers shares a happy note convention was a great platform for Caterers.

With over 40 years of industry experience, Pankaj Kothari has known the optimal route on how to bring success to his catering events, restaurants, and other hospitality related establishments. His positive notes have inspired all and here are his views on the recently FAIC Convention in Gujarat.

What was your general experience at the FAIC Convention in September 2022?

Great experience I must say will open opportunities in the long run for all.

Did you find a fair opportunity for all States to display themselves? If not, what should be improved?

Every State was recognized and promoted with a fair light.

Name some design or layout flow that you particularly liked at the Convention?

I felt all had come prepared and were very good.

Did you feel that the Statewise representation was given justice here?

To a very extent, this is one of the few Conventions that showcased every State equally.

What was your purpose of attending the Convention?

To understand the latest trends and give more exposure for our caterers

Every segment of Hospitality Industry got a chance to be noticed at the Convention

As a person of high responsibilities, do you feel you could spend time at this Pan Indian convention in the best way possible?

Yes, I felt good coming

How has FAIC helped hospitality and catering in your State?

They have boosted our presence in India

What is the general purchasing scenario witnessed at the Convention?

More preference was given for décor and events management purchases.

Will business see a positive comeback here in India?

No business is stagnant and it will come back.

What type of buyers and sellers came to the event?

All capacities of vendors has come.

Do you think it was a bit chaotic in certain portions or days?

Yes, a bit on the first day, but hardly noticeable. ●

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FAIC Convention can help businesses grow

– RAJAT KHANNA

Director, Friends Pakwell Industries

It takes small steps to grow and see how the famous Flying Dolphin director Rajat Khanna speaks about the opportunities caterers can get at the FAIC convention.

Friends Pakwell Industries has made a name of credibility and fineness with its product line – The Flying Dolphin Melamine Dinnerware. They are one of the most well-known melamine dinnerware that is perfect for hotels and caterers. Additionally, they have tailor made orders to suit the Hospitality industry. You can hear how their experienced talks from them can add value to your business.

What was your general experience at the FAIC Convention in September 2022?

An overall good experience overall categories of clients with decent buying power was noticed.

What aspect did you particularly like at the Convention?

The Convention had buyers who were keen to learn and do business.

Did you come alone or with your team to present your company brand?

I came with my team of 4 and hired a few locally

Were you able to find the connections or the vendors you wanted to interact with at the FAIC?

Yes got many new buyers and good interaction

What is the general purchasing scenario witnessed at the Convention?

There was a mixed purchasing mindset noticed as some came for inquiry only enquire while others placed orders

What type of buyers and sellers came to the event?

Mainly direct caterers were there and very few wholesalers were restricted to Gujarat

Interact, watch and grow in events where many entrepreneurs come

Do you think the food and hospitality industry will be ready to invest in modern technology exhibited at the Convention?

Yes of course if it comes at a reasonable price

Do you think the hospitality industry players had a scope to present their brand and expertise there?

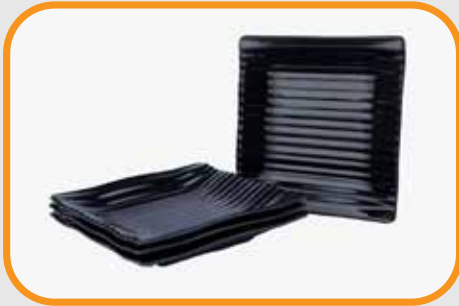
Yes

Do you have any suggestions about how this large scale FAIC convention can be conducted better next time?

Yes, we also participated in AAHAR. They have a good focus on the wholesale supply chain of distributors which needs to be attracted to FAIC. ●

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FAIC unifies India's Catering Community

– T K RADHAKRISHNAN

State Treasurer, All Kerala Caterers Association and Member, FAIC

Mr. Radhakrishnan, State Treasurer of All Kerala Caterers Association and member of FAIC speaks on how FAIC has built a stepping stone for the catering community throughout India.

Mr. Radhakrishnan holds many responsibilities as he is State Treasurer of All Kerala Caterers Association, Joint Cabinet Secretary of Lion's Club International, Vice President of the Indian Senior Chamber, Treasurer of Pain and Palliative Society, University of Calicut. Having worked in iconic hotels like The Atria Bengaluru, Taj Connemera, Chennai, K.T.D.C, etc, his visionary focus is

a valuable print for the upcoming caterers.

At the recently held Convention in September, did you participate for all three days?

Yes of course

What was your general experience at the FAIC Convention in September 2022?

I was able to get many innovative ideas

Did you find a fair opportunity for all States to display themselves? If not, what should be improved?

Yes, I feel equal recognition was received.

How has FAIC helped hospitality and catering in your State?

I feel the biggest point is that we could get reduced GST rates with the collective efforts of FAIC.

Every segment of Hospitality Industry got a chance to be noticed at the Convention

As a person of high responsibilities, do you feel you could spend time at this Pan-Indian convention in the best way possible?

Sure, the whole time was a great interactive and communicative process for all in general.

Will business see a positive comeback here in India?

I noticed many developing caterers coming back to the market in full swing, which is a good sign.

Do you think it was a bit unorganized on certain days?

Sometimes a little, but on the whole, it was good. However, we can improve next time.

How do you feel that the Convention can project each culture and state market scope?

Yes, each state's culture, market, and potential can be shown well during such a wide-scale Convention.

Did you feel that the Statewise representation was given justice here?

Actually, we are spread in almost all the states but we have to increase the membership, and Spot registration should be done according to State wise. ●



FAIC Convention, beneficial for the HoReCa Industry

The Everest Spices team speaks about how they have taken part in the FAIC 4th Convention and their experience.

Everest is a traditional household name that is dear to each of our kitchens, and mealtimes. This September, the Everest Group had been part of the FAIC 4th Convention.

What was your general experience at the FAIC Convention in September 2022?

Yes, It was Good, we received about 275 footfalls in three days which will help us a lot.

Were the concepts of sales and the exhibition layout comfortable for you?

Yes, very much in line with our thoughts.

What aspect did you particularly like at the Convention?

I feel that the Overall arrangements were good, especially since we noticed that the induction cooking platform for many wet sampling FMCG companies was good. Also, the arrangements for staff were professional. Then cleanliness was maintained well.

Were you able to learn new aspects of business this time?

This is a nice platform for HORECA channel customers to interact and communicate with the Company employees

Were you able to find the connections or the vendors you wanted to interact with at the FAIC?

The Convention was a lucrative connection point for many businesses.

Yes. I had the opportunity to mix around with a few people at the event.

What type of buyers and sellers came to the event?

All Caterers that came were mostly from the Horreca channel of the industry.

Do you think the food and hospitality industry will be ready to invest in modern technology exhibited at the Convention?

Yes

Do you think the hospitality industry players had a scope to present their brand and expertise there?

Yes

Do you have any suggestions about how this large scale FAIC convention can be conducted better next time?

You can connect more FMCG companies, and should have a mega event with Air balloons promotions, Wide screen celebrity endorsements with celebrity Chefs and international customers' participation. ●

JHARKHAND CATERERS ASSOCIATION ORGANIZES NATIONAL CATERERS DAY

Service at its best can be witnessed by Jharkhand Caterers' Association on National Caterers Day as they distributed gifts and certificates to various deserving individuals.

National Caterers Day was organized by Jharkhand Caterers' Association on September 25, 2022 (Sunday) at Suvidha Banquet Hall, Morabadi. The President of the Association Shri Kamal Kumar Agrawal and Secretary Shri Arun Kumar Singh jointly lit the lamp and inaugurated the function.

Shri Agrawal spoke about Jharkhand Caterers' Association and mentioned this Association is dedicated to providing excellent services to deserving people in society. He emphasized the quality and presentation of food as he believes that people evaluate the food with their eyes far before their tastebuds taste the same. He advised caterers should focus on presentation, as well the quality of food. The organization strives hard to resolve

Registrar, RKDF University, the special guest of the program, highlighted the important points on service operation in the catering business.

On behalf of the association, Shri Bharat Ram Ji, the owner of Shri Ram Ji Caterers, Deoghar, was honored with the Life Time Achievement Award for his outstanding catering service. Pratibha Samman Award was given to the meritorious students Sheetal Rajak and Pawan Kumari, who excelled in class 12th, and Yash Agarwal and Prince Raj for their excellent performance in class 10th. They belong to the Jharkhand Caterers Association family under a pre-determined program.

At the exhibition, guests could see the stalls of Gaylord Ice-cream, Agarwal 420 Papad, Amul Dairy, Abhishek Crockery, Crompton, Daawat, Kempt



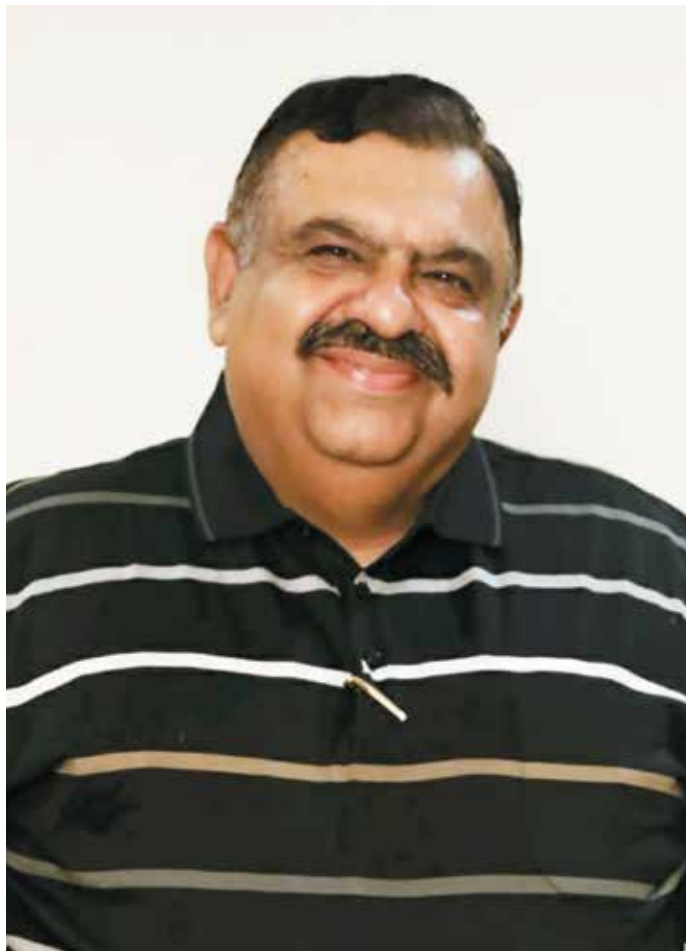
the problems of the members associated with the association and the entrepreneurs/businessmen associated with the catering business.

The Secretary of the Association, Shri Arun Kumar Singh said that continuous efforts are performed to strengthen the organization and unite the members of the association to solve their problems. They have requested the State Government to solve the problems of the businessmen associated with the catering business. The members of the association associated with catering businesses from all the districts of Jharkhand participated in the program.

The Guest Speaker, Dr. Bhupesh Kumar from the Institute of Hotel Management (IHM), Ranchi spoke about the importance of modernizing the catering business. Shri Pankaj Chatterjee, Associate

Water, Crazy DJ Light, Sound and Vision Studio, Vishwa Raghav, RKDF University. Food partner Anokha Event and Banquet partner Suvidha Banquet Hall made a significant contributions to the event. A lucky draw was also organized winners were awarded by the Association. A cultural program was also presented on the occasion with the courtesy of the association.

Other esteemed guests were: Jharkhand Caterers' Association Treasurer Shri Rakesh Kumar Mishra, Vice President Shri Nirmal Kumar Modi, Joint Secretary Shri Deepesh Sharma, Treasurer Shri Waqil Saw, Shri Roshan Singh, Shri Praveen Kumar Sharma, Shri Sanjay Nagudar, Shri Rajesh Gupta, Shri Yashwant Pandey, Shri Rajesh Nishad, Shri Sanjay Kumar and media in-charge Shri Rahul Kumar Kashyap along with others played important roles. ●



FAIC Convention, A Huge Platform for F&B Industry

– TARUN SAHANI

Proprietor, TVM FOODS & Founder and President of the Oudh Caterers Association

Tarun Sahani, The President of the Oudh Caterers Association shares his views on how a convention can bring in more opportunities on a Pan-Indian basis.

Tarun Sahani, the Proprietor of TVM FOODS. Founder and president of the Oudh Caterers Association have been part of the FAIC 4th Convention. He feels that this event will leverage the catering industry at large in the near future.

At the recently held Convention in September, did you participate for all three days?

Yes, I participated for all three days in the convention

What was your general experience at the FAIC Convention in September 2022?

The general experience at the FAIC Convention was very good and I was satisfied.

Did you find that all States could display themselves? If not, what should be improved?

I feel that if all states could be allowed more participation, the results could have been better.

I feel that the convention can project each culture and the state market scope in a unique way.

Name some design or layout flow that you particularly liked at the Convention?

The stalls were very professionally handled. I must say that the center of attraction was utensils designed by Meera Steel company. The design was great and they were much bigger than the present-day, life-sized ones.

As a person of high responsibilities, do you feel you could spend time at this Pan-Indian convention in the best way possible?

Spending time at these conventions that are held in Pan India is really beneficial for many. It is an out-of-the-world experience and I look forward to this always.

What is the general purchasing scenario witnessed at the Convention?

I could see many caterers made a lot of purchases at the convention during the past three days.

How do you feel that the Convention can project each culture and state market scope?

Yes, I feel that the convention can project each culture and the state market scope in a unique way. This will increase the support of all the caterers in a collaborative manner. ●

Beverage Business?

Try out **FIVE SPECIALTY COFFEE** for a fresh burst of flavor

There is more than owning a brewing machine when it comes to a fine cup of Gourmet Coffee. Be informed on how you can make every drink extra impressive with some tips.



Sip into a gourmet coffee and start your day all powered up. How is this thought? Feeling enthusiastic? Well, if you are a coffee lover, this is one culinary expedition that you would love to tread on. If you are launching a cloud kitchen or cafe on a tight budget, you will want to offer a variety of specialty coffees. There are numerous coffee recipes available to satisfy your caffeine desires, whether you want it black, white, robust, or sweet.



Mexican Spiced Coffee

Warm and spicy, this Mexican coffee is made with coffee, cinnamon, and raw black sugar, and it is nearly impossible to say no to just one cup. This is the kind of coffee that is traditionally prepared in a large clay pot.

The sweetness comes from cinnamon and sugar, yet the coffee flavor is fairly robust due to its base ingredient. If you want it to have more of a floral flavor, you may also add star anise and orange peel to it.

Americano



The Americano is the one coffee to try if you like your coffee to be absolutely unadulterated, full of rich flavor, and extremely potent. An Americano consists of one or two shots of espresso, which are then diluted with hot water and served.

Therefore, you'll get the full force of the coffee's flavor, but the addition of water will aid to tone down the astringency. Because a shot of espresso is often quite little, this lets the beverage last a little bit longer, which is another benefit.

Cold Brew Coffee



Making a pot of coffee and allowing it to cool down to room temperature is a theoretically sufficient method for producing a cold brew. This results in the finished beverage having a finish that is silkier and less acidic.

And it's so simple for you to prepare at home! Simply pour filtered water on coffee beans that have been finely ground, and then let the mixture sit for 12 to 24 hours. After that, strain it, and serve it any way you wish.

Vietnamese coffee is a mixture of condensed milk and freshly brewed coffee. It's creamy, sweet, and oh-so-thick. Condensed milk can be poured into a coffee cup, but it's not quite that simple!

If you're looking for a little drama with your cup of joe, a Vietnamese coffee filter set is a must-have purchase. In order to use this filter set, fill the bottom of the cup with condensed milk and then lay the small container on top of it. Then, slowly pour hot water well over the coffee and watch it drop into the soaking milk.



French Vanilla Cappuccino

Cappuccino was invented in Italy and was given its name after the Capuchin friars, whose robes were similar in color to the beverage. In contrast to a cafe au lait, a type of coffee drink that calls for equal parts of coffee and milk, a cappuccino consists of three equal parts: steamed milk, coffee, and foam.

Infusing the milk with vanilla on the stovetop before foaming it, either by hand or with a frother, is crucial in making a cappuccino with a vanilla taste. But you can't skip adding the froth to the top of the cappuccino; else, it won't be a true cappuccino.

Vietnamese Coffee





The Prestigious Indira Gandhi Pratishthan Event : A Wide Variety of Talents witnessed on July 25, 2022





Celebrations that make September 2022 Awesome

There is a myriad of festivities in September in India that means a fiesta for our senses Let's take a note!

Catch your festive spirits as we take you through the festive bells ringing all over India this time!

It is common knowledge that India is home to a wide variety of religions, cultural practices, and ethnic groups. It's common knowledge that

India is the spiritual and cultural cradle of many world religions and festivals. When it comes to celebrations, nobody does it better than the Indians, and no time of year packs more color and energy than September through January.

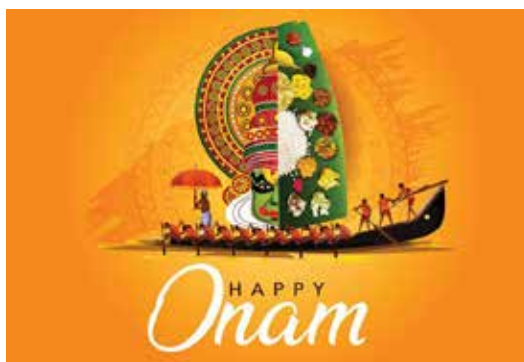
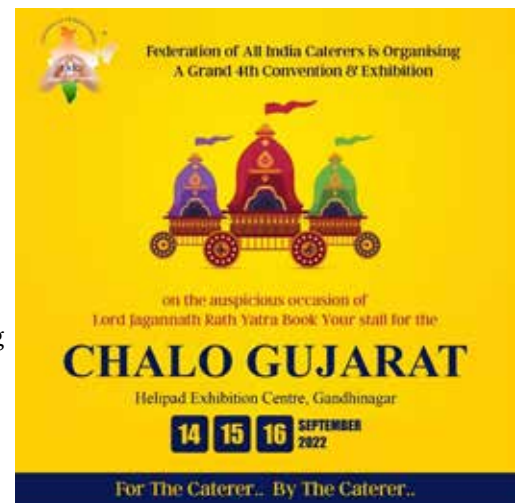


◀ Ganesh Chaturthi

The Hindu festival of Ganesha Puja is celebrated throughout the Indian subcontinent during the months of Bhadra (August–September). This celebration, which lasts for 10 days, is also known as Vinayaka Chaturthi. The festival extends from August 31 to September 9 this time.

▶ FAIC Convention 2022

This 2022, India and the world had seen the prestigious event organized by FAIC 2022. It was conducted between Sept 14- 16, 2022 at the Helipad Exhibition Centre, Gandhinagar, Gujarat. This is the 4th Convention and Exhibition 2022 which was specially designed by the FAIC Catering body. The event was dedicated to the entire Catering Industry players, the Food & Beverage Industry. Plus, it has benefitted the endless count of International manufacturers and entrepreneurs and various food related companies who wish to associate with India in the most augmented manner.



◀ Onam Festival

At the end of the monsoon season, the people of Kerala celebrate Onam. These 10-day celebrations usher in the harvest festival. This celebration is well-known for lavish feasts, but also for the floral arrangements, elephant parade, snake boat racing, and many more. The dates for Onam 2022 are August 30 to September 8.



India Food Fair

On September 14th, the India Food Fair will officially begin and products of food science and industrial engineering are on display here. Everything from mobile food trucks to food processing equipment manufacturers can be found here. Besides the typical trade show fare, this event also features conferences, displays, and seminars.



Abhaneri Festival

During the course of two to four days, the little town of Abhaneri hosts a lively festival celebrated on September 17th - 19th, 2022. The Kalbelia dance, Langa singing, Kachhi Ghodi, and Bhawai dance performances, puppet shows, craft and art exhibitions, and more are all available.



Bio Fach India Exhibition

This exquisite group has produced a fundamental standing in the Indian industry of organic production and manufacture. It showcases outstanding business deals that give new entrepreneurs a firm footing in the outside world. The exhibition was held from Sept 1- Sept 3, 2022, and was organized by Nürnberg Messe India. Under the diligent eye of the Indian government, it will help farmers and manufacturers collaborate to give the best to the consumers.

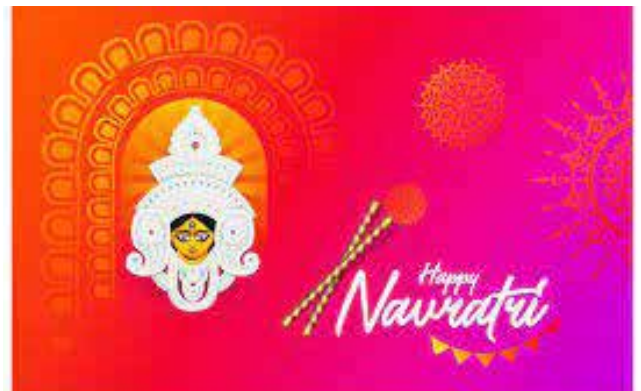


Latin Festival Madras

Traditions of Latin America In Madras, for this year's event are between September 2nd-5th, 2022. A total of thirty countries are represented in this festival, making it one of the few of its kind in the country.

Navaratri

Navratri, one of India's most revered celebrations, lasts for a whole week. On these days, not only do people celebrate the nine distinct Goddesses who are worshipped, but they also put on plays based on the Ramayana. In 2022, Navratri is starting on the 26th of September and the last day of this festival will be celebrated on the 5th of October 2022.



KATRINA KAIF - THE NEW FACE FOR EMAMI MANTRA SPICE

Bollywood actress Katrina Kaif has been roped in as the brand ambassador for Emami Agrotech Ltd to showcase their Mantra Masala spice line of products. Owing to her energetic and committed personality in her profession, she has gained a large fan base and this will help to influence the buying decision of her fans. Using Cryogenic technology, the brand will deliver spice mixes that will have the aroma, and flavor for a long period of time. The process claims to retain the oil used in the mix keeping it moist yet hygienic always.



SUDPACK EARN THE GERMAN PACKAGING AWARD



Packaging has undergone a lot of change in terms of design, and cost optimization over the pandemic times. The company SUDPACK has forayed into this innovative packaging style and bagged the 2021 German Packaging Award as the package printing is special. The process promises to support the cause of sustainable and high performing packaging process, therefore reducing the carbon footprint of the industrial packaging industry. As the company has provided a holistic pathway to increase the use of environment friendly packets of small sizes, this will help all product manufacturers in India.



POPCORN NACHOS MAKE WAY WITH A KFC –DORITOS PARTNERSHIP

Both fast food company KFC and the snack company Doritos have fine tuned their innovative trail of products with the launch of the Popcorn Nachos. At present, they have created two tasty popcorn nachos that are wrapped with yummy sauces. This will include the Masala Salsa and the super cheesy jalapeno variety. It will be available at your KFC stops and you can decide how you want to enjoy these nachos, as they DIY style served with the regular items. The new product launch will be launched in over 600 or more KFC stores across India in a luxurious manner.

ONE HEALTH PROJECT LAUNCHED IN KARNATAKA

Shri Atul Chaturvedi, the Secretary, of the Department of Animal Husbandry & Dairying, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India has stepped forward to launch the One Health Project in Bengaluru. This pilot project will focus on building a healthy ecosystem for animals, human,s and the environment in a holistic manner. This will reduce disease problems and help people breed animals in a more streamlined manner. Once successful its business imprint can be used all over India.



NAMDHARI INTRODUCES RTC FOOD SEGMENTS



The prestigious Namdhari Group has entered the ready to cook food segments this year. This time, they are offering tasty chutney powders and innovative dosa and idli batters that are super easy to prepare. Bound by the motto of making food products that have low sodium, and are residue free, this product line hopes to bring ease to the normal working class cooking woes. All products have natural color ingredients and they have made sure to give secure packaging and timely delivery on a large scale basis.



SANJEEV B KAMMATH HYATT REGENCY THRISSUR AS HEAD CHEF

With over 18 years of experience to boast about, Chef Sanjeev B Kammath will be heading Hyatt Regency Thrissur to bring an innovative take on menu planning, styling, and presentation, and better customer experiences. He has previously worked with prestigious hospitality leaders like Oyster Bay, Marriott, Rainbow hospitality, Ramada, Holiday Inn, Waves Berjaya, Taj, and Rajagiri Hospital, Ernakulam over the past years. He is known to be one of the finest chefs in India who loved to explore new traditional flavours and fuse them with new concepts of cuisines that are loved by food lovers all around the world.



Catch the Highlights of the **Pre FAIC Convention Meet** at Indore MP on **July 15** at **Royal Orchid**





7 POPULAR WAYS THAT FIVE STAR HOTELS CAN PREP FOR THE POST PANDEMIC SALES

Post Pandemic is a new phase to get back into action. Let the experts share how you can find the right formula to build on your post-pandemic sales.

The global community has been flipped upside down by the COVID-19 epidemic. Two years ago, hotels were already looking ahead to 2020, researching new travel patterns and planning their income plans. But who could have predicted that only three months into the new decade, international travel would be grounded?

In light of the recent COVID-19 outbreak, we can focus on strategies to revive the hotel industry, through the technological light of strategies.

CHECK YOUR MARKETING TOOLS

During this stagnant time, there are many things you can do to improve the performance of your content. To start, be noticed! If you haven't already made a list of your photos, blogs, videos, white papers, infographics, e-books, presentations, emails and articles, now is a great time to start.

RECORD VIDEOS THAT YOU CAN USE ON SOCIAL MEDIA LATER

Even though everyone knows that videos are an important marketing tool, there are always reasons

The love for Hospitality will never lessen, but the fear of the Pandemic has to be lessened with a touch of Strategic Hospitality service in India.

why they can't be made. Well, now is a fantastic time to record your videos or at least plan them out, because they are great for SEO and can be used as a starting point for all kinds of other content.

PROMOTIONAL VIDEO & PHOTO SHOOT

Like "social videos," now could be a great time to wrap up your brand's video and photography. If you've been putting off a project for fear of disrupting business or clients, now

may be the moment to finally get it done.

INTERVIEW EMPLOYEES AND CUSTOMERS

Many people now have spare time, so take advantage of this by holding and recording video chats using services like Google Hangouts or Zoom. Conduct in-depth interviews with





consumers and/or staff members to learn more about their opinions and understanding of your business, its offerings, and its values. These recordings and videos will provide a wealth of information for use in upcoming articles, social media postings, press releases, and other forms of content marketing.

Conduct interviews with consumers and/or staff members to learn more about their opinions and understanding of your business & offerings.

EVALUATE YOUR DIGITAL MARKETING

In times of crisis, having a robust digital presence in your marketing communications platform is not only crucial to success; it is essential. The advantages of digital marketing over traditional methods include increased efficiency at a lower cost. Directly reaching a specific demographic of consumers at a fraction of the expense of traditional media like television and print ads is possible through email and social media marketing campaigns.

MAKE A “FAQ” VIDEO

Organizing and hosting a webinar to address frequently asked questions about your hotel’s facilities, location, attractions, benefits, and new offerings can be a highly efficient means of doing so. Since 91% of professionals choose webinars as their preferred content format for learning, this is also a great way to introduce new team members and maybe a very effective marketing strategy in business-to-business applications.



ENHANCE YOUR ONLINE REVIEWS STRATEGY

It is important to have a strategy or policy in place for dealing with feedback left on review sites. There are many unanswered reviews of businesses online. While it’s not necessary to go back and respond to every review, now is a good time to ensure your most recent reviews have a response.

So, which one do you think, you can start with for now? Let us know as this journey to a technological upliftment will make sure your sales build up in the coming days. ●



**AKCA organizes the
Grand Caterers Utsav 22:
7th State Convention & Exhibition
Kollam, Kerala
on 26 & 27 September 2022**







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Soul Texture..

BED LINEN



BATH LINEN



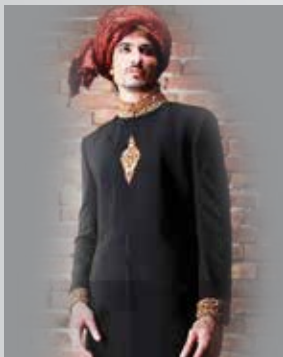
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WE SPECIALIZED IN HOSPITALITY INDUSTRY & CORPORATE SECTOR



FAIC being a common & the largest platform of professional individuals indulged in to the noble business of Catering, helps food solutions brand like Suhana to reach out to wide & larger base of customers.

Exhibiting at FAIC Grand Exhibition this year was indeed a fruitful association for us and serving the 'Suhana Taste' to foodies from all parts of the country was something that we always love to do.

We are looking forward to having long term association with FAIC.



Suhana®
मज़ा आ गया!



Catering Equipment Trends You Need To Keep An Eye On



The shift towards a more planned use of technology and equipment is on the rise in the hospitality industry. If you wish to upscale or start or renovate your restaurant, these trends can definitely be changemakers in your business.

Equipment draws a fine line of sophistication and standardization to every kitchen structure and performance. With an outlook to move your hospitality business to the next level, you need to know what works best for you. The catering equipment business is going through a big change. The products that are being designed and made are the best thing to happen to the industry since bread was first cut. The industry keeps coming up with new ideas quickly to meet the changing needs of restaurants and commercial kitchens. In the world of catering equipment, what kinds of product trends can you anticipate seeing?

Stop looking! For example, we take a look at what Brooks Stevens, a company that develops products offer its customers today.

AUTOMATED TECHNOLOGY

People want rapid service, personalization, and convenience in every part of their lives, and that comprises a more convenient and personalized dining experience. Automated technology is becoming increasingly popular in the culinary business. It is becoming more common for chains to use kiosks, touchscreens, and chatbots to take

orders via social media and smart TVs. Some companies have also experimented with drone deliveries.



RECYCLE BINS

The issue of cutting food was ranked number six on the National Restaurant Association's list of 2017 trends for food service. Because catering organizations throw away 4-10% of the food they buy, this is clearly an issue that needs to be addressed by the food industry. As a result, food waste reduction is being pushed as a normal operating procedure by operators.

EQUIPMENT THAT MAKES WORK EASIER

According to the North American Association of Food, any catering equipment that minimizes labor and enhances productivity is a must-have because today's restaurant kitchens are increasingly smaller. As a result, "equipment that is smaller, runs smarter, and easier to operate" is becoming increasingly popular. Equipment that saves time and money, as well as technology that is easy to use, is the new norm. Quiksilver Roll-O-Matic, for example, is a silverware rolling device. At a rate of 500 sets per hour, the machine wraps various kinds of cutlery in napkins.

MULTI-FUNCTIONAL COOKING EQUIPMENT

As the popularity of natural products and clean meals grows, more and more kitchens are incorporating open layouts and prepping in the front of the home. Customers expect to be able to witness the process that goes into the preparation of their meals, and restaurants must adapt to this by using innovative culinary technology. This year, we may expect to see a lot of visually beautiful kitchen equipment. New designs feature brightly

colored ovens and fryers. Slim touch screens have replaced cumbersome buttons and knobs in the new equipment.

MULTI TAP WATER DISPENSERS

Multi Tap water dispensers, predicts the Food Service Director, will be ubiquitous in commercial kitchens. Not only does it make water more profitable for restaurants, but it also makes it possible for them to serve still and flavoured seltzer at varying temperatures. Some dispensers may include flavor shots or syrups, however, most don't yet have this feature. For the time being,

Restaurant Business can be a breeze if you have the Right Equipment



restaurants and operators can flavour the water from multitap dispensers with syrup or fruits.

ON A FINAL NOTE

Moving on, you could see more attractive cooking equipment in open commercial kitchens. New designs feature brightly colored ovens and fryers. There will be more customizable options, such as panels and finishes in a variety of colors and materials, offered by manufacturers of equipment. The new technology advancements mean that instead of buttons and knobs, you'll find a variety of elegant touchscreens. UI and UX design will play a larger role in this field, as that appeals to the general appearance of your culinary world. ●

Sangathan Shakti

Where Unity Brings Success

on 24th June at Agrasen Foundation, Ahmedabad





We have a step ahead to make the catering food waste disposal process more organized. See tips that are practical and how you can add them to your daily business process.



Smart Solutions To Food Waste In Catering

Food is an essential element of life for all of us. When it comes to the world of catering, food and service hold a very important place in every event, meeting, marriage, or convention. Especially, if you look at the marriage functions, there is a lot of food being prepared. But if guests do not consume everything, that food would go wasted. It is a pity to simply waste that much food and hard work. So what we can do about it?

There is a good side to every profession and business that the world holds today. Once you begin focusing on combining good service with anything you do, the result is noticed, appreciated, and useful for so many connected industries.

WHAT IS THE FOOD WASTE SITUATION ON THE GLOBAL FRONT?

In the last ten years, people have become much more aware that food waste is a major problem for the environment around the world. Not only has food waste become a moral issue in a world

where about 800 million people go hungry, but making food that is then thrown away has huge effects on the environment that can no longer be ignored. As the world's population grows and more people move to cities, more food is being made and wasted. This is bad for the environment and public health, especially in cities, which are expected to be home to as much as 70% of the world's population by 2050.

THE PROBLEM THAT THE WORLD SEES TODAY

As a result of poor waste management practices, natural resources are depleted and human health is jeopardized. Waterways and oceans are polluted, methane emissions are generated from landfills and dumps, and valuable resources such as energy, organic matter, nutrients, and water are lost as a result. As a whole, these combined implications mean that reaching the Paris Agreement and the United Nations Sustainable Development Goals will merely not be practicable without sustainable food waste management in cities.

CAN WE BRING A POSITIVE CHANGE TO FOOD WASTE?

Since the Hospitality industry is dealing with food essentially, it is true that we can make a change. Cities all across the world are crying out for assistance with food waste, which they cite as one of their most important environmental issues. As a low-hanging fruit in the fight against global warming, food waste collection and treatment provides both opportunities and solutions. The amount of food waste around the globe is similar to taking all cars in the European Union off the road, according to our calculations. We have less than a year left until countries and cities have to submit their Nationally Determined Contributions (NDCs) under the Paris Agreement.

PRACTICAL SOLUTIONS FOR FOOD WASTE FROM CATERING BUSINESS

- **Have a Bio Gas Plant at your Centre**

Why not? It is cost effective and environmentally friendly and you can reuse the gas for your cooking purposes. So, many uses for food waste, so try it. It is so much better than dumping it around in waste bins. Anaerobic digestion or AD is a natural technique that employs microbes to break down food waste and make renewable biogas (which can be used to make heat or electricity) and nutrient-rich digestate. This component is a good fertilizer that is organic and great for gardening purposes.

- **Feed Stock**

There are many poultry and animal farms in every state in India. They struggle to buy feeds daily to feed and grow their livestock. Catering



companies can tie up with such farms and send your food waste to them, whenever you have an excess of food waste and also the basic raw materials like onion peels, vegetables, meat bones, cooked gravies, etc.

- **Serve the Underprivileged**

Just as much as we take part in celebrations and events for every catering session, we do know that we can enjoy food in the best manner. But there are many people who struggle to make ends meet and enjoy a nourishing meal.

Food waste in catering can have a solution if we plan

It is true you cannot serve the whole of India. Instead, you can associate with orphanages, old age homes, and certain organizations to feed stray animals or people in general. In a country with so much population, the food will never go wasted if it reached the right hands.

- **Plan the Food Menu Properly**

You need to plan what is required for the event catering function. This way, you can buy raw materials, utensils, and equipment in minimal quantities and make them. For instance, if you have a 4000 party coming in, it can be anticipated that at least 50 may not come. So, limit the food plates to 3550 adult servings only. This way, you can balance the food capacity.

Food wastage is more of a big mistake that we do to the environment and to the under privileged people among us., The pandemic has taught us that life is precious whether you are rich or poor. So be kind in this post pandemic time. It is good to live and celebrate life wisely. ●



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