



AHAR

Hospitality

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Restaurant industry has seen several ups and downs

Organic foods are picking higher sales in India and restaurants go organic

Success mantra for Food Business and reasons for fail

Important points to think about while designing menu and kitchen for restaurant

Crucial elements to consider when you choose Restaurant's Location?

People want to eat healthy, nutritious food without compromising on taste

Majority of the restaurateurs have less marketing budget

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Dear Esteemed Members,

AHAR management and team are making a commendable job by integrating the entire Hospitality industry under one roof to fight injustice. In many a time AHAR fought for the right and won the battle kudos to the President and team.

AHAR as a brand seen and heard in multi level media platforms and the response from various quarters despite the numerous bottlenecks faced by the industry. Unity and integrity is the key to success for all the achievements made till date.

As the Association heading for the coveted Annual General Body meeting in December look forward to an overall growth and business promotion.

Warm Regards

S. Suchithra

Send your feedback about our magazine at info@forevernews.in

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Dear Esteemed Members, Unity in diversity

The mantra for unity in diversity is about oneness in the varieties. Our industry is a classic example. The industry has faced multitude of challenges and every time they arose, our Association addresses them with ease. The hospitality industry easily witnesses people of various religions, races, cultures and traditions living together without harming or disturbing each other's feelings and beliefs..

In recent times our members have been subjected to various forms of harassment cases viz. Police harassment for murder incident occurred outside a member hotel premises, repercussions faced post the hooch tragedy etc to name a few. In all these matters the association member's unity and extended support have quelled the fabricated charges levied unjustly on our



From Managing Editor's Desk...

Modern food processing technology developed in the 19th and 20th centuries saw a new wave in food preparation.

suffering member.

In this edition of AHAR Hospitality Magazine, we largely retrospect on the various areas of the Hospitality Industry. We start with the food processing industry, where we talk about the various means of enhancing food flavor. The search for betterment of food served dates back to the prehistoric ages when crude processing incorporated fermenting, sun drying, preserving with salt and various types of cooking (such as roasting, smoking, steaming, and oven baking), Such basic food processing involved chemical enzymatic changes to the basic structure of food in its natural form. It was also served to build a barrier against surface microbial activity that caused rapid decay. Salt-preservation was especially common for foods that constituted warriors and sailors' diets until the introduction of canning methods. The hunt for better and tastier food reached the

door of Mono Sodium Glutamate (MSG or Ajinomoto). MSG which if used fervently, could lead to addiction due to prolonged consumption. A survey by FSSAI reported..

Modern food processing technology developed in the 19th and 20th centuries saw a new wave in food preparation. At AHAR, we are looking at alternative taste enhancers and substitutes to MSG. Even natural colour which had faded away long ago is resurfacing in the quality food preparation arena, with the cultivation and preservation of vegetables and fruits by using natural ingredients, manures and organic fertilizers. This move is largely welcomed by the health conscious youth segment.

Technology is playing a vital role in addressing the acute shortage of skilled manpower. In today's online world, planning a vacation, booking a hotel room or purchasing an airline ticket is just a few clicks away and the options are seemingly endless. For revenue managers in the hospitality industry, technology plays a key role in ensuring maximum profit, achieving rate parity across all booking channels and managing room inventory. The latest revenue management systems are helping operators

forecast demand, segment guests and optimizes pricing, while also remaining consistent across all partner websites, such as Expedia and Travelocity. As an added benefit, these systems can reduce labor-intensive calculations and allow employees to focus on interpreting data and making decisions. In all these cases Hotel and Restaurants can largely benefit from these software during difficult times.

Marketing plays a key role in popularizing a Hotel/ Restaurant to its fullest extent. Proper analyzing of the market and its methodology to exploit it can create huge profits for a company. Even as online advertising and social media forums are gaining momentum, print advertising can't be eliminated as the area specific newspaper advertisements pay much returns than the online and other routes.

Look forward to your support.

Suggestions to enhance the quality and identifying the flaws in the Magazine will be really appreciated.

Happy reading

Bhaskar K Shetty

Managing Editor

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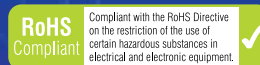
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Dear Members,

The scanty rain and draught situation in the State is a matter of concern for all of us. I request all the Restaurateurs of Mumbai and the State to use water judiciously. I also request Restaurateurs to keep their establishment clean, hygienic as cases of dengue and swine flu are on the rise.

AHAR has put all its might in opposing the Amendment to the Rent Control Act by the Government of Maharashtra. AHAR has arranged many corner meetings with the members and other stake holders with the help of Dr. Chandrashekhar Prabhu, an eminent activist. His services were also utilized during the meetings with Government authorities and Ministers. The Amendment if introduced would have

From the President's desk

The Government has finally considered the decade old demand of AHAR to remove the Permit in Permit Rooms, which has been used as a tool of harassment by different officials.

been a death knell to hoteliers running their business on rented and leased properties. AHAR was supported by a number of Associations like FRWTA, FAM among others.

The FSSAI Writ Petition filed by AHAR was heard in the Bombay High Court on 17th and 18th of June. In spite of our best efforts, arguments through well known advocates that cooking is different from manufacturing and processing for which FSSAI

rules apply, we lost the case. However, we haven't stopped our efforts and through representation and meeting with Central Ministers and Bureaucrats, we are pushing forward our case. The Union Minister for Food Processing has assured us of a meeting with our delegates to understand our grievances in New Delhi.

The worst hooch tragedy reported in Malvani, Malad killing more than 120 persons was an eye opener for the Government and the Excise Department. In the past AHAR had complained about such illegal joints selling liquors and have asked for their closure. Had our grievances been heard in time this unfortunate incident could have been averted.

Due to AHAR efforts, MCGM official was trapped by ACB for corruption practices.

Excess policing in Madh Hotels at the behest of some anti social elements were

exposed by AHAR with the support of the Hoteliers through maximum Media and TV coverage. The Bombay High Court asked the Police under which law they had raided the hotels and arrested the couples.

The Government has finally considered the decade old demand of AHAR to remove the Permit in Permit Rooms, which has been used as a tool of harassment by different officials.

In case of any harassment, unjustified bribe demand, etc., the only way adopted by the members of AHAR is to gather 25-50 hoteliers and present such cases to the higher authorities and demand justice. In a democracy, only a collective voice is heard.

SEASONS GREETINGS to all our members.

Adarsh Shetty

President

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From Hon. Gen. Secretary's Desk

Dear Members,

The third session of the year was very hectic with harassment being reported from various authorities to our members. We advise the members to be aware of the rules and regulations, so that no one can take you for a ride.

Regarding the mandatory demand of parking for renewal/issue of PPEL was discussed with the Joint commissioner of Traffic. The delegation briefed the difficulty of the existing Restaurateurs. The Jt. Commissioner said that a proposal in this regard is with the Government and assured us that they will be lenient on this issue till then.

We had met the Additional Municipal Commissioner, Shri Sanjay Deshmukh, for clarification on licenses for sign boards and for storing gas cylinders. The Addl.

Regarding the mandatory demand of parking for renewal/issue of PPEL was discussed with the Joint commissioner of Traffic. The delegation briefed the difficulty of the existing Restaurateurs.

Commissioner has directed the Superintendent of License to get the clarification, which has still not been provided. Our delegation also met Labour Minister, Shri Prakash Mehta, for clarification on Child Labour matters. We believe many NGOs in the city are misusing the Justice Juvenile Act and harassing Hoteliers. The Labour Minister had us assured that he will address the issue and issue further clarifications

on the matter.

We are studying the judgment of the WP in FSSAI which we lost in the Bombay High Court and decide the future course of action after a proper study and discussions with the experts. The Writ petition filed by AHAR against the illegal food hawkers will be heard soon in the Bombay High Court and we expect a favourable verdict.

The Annual General Body of the Association will be held on 16th December 2015. It will be a full day event with Seminars, Trade display and Exhibition. We seek the support of each and every member through involvement and make this event a grand success.

Wishing the members a great festive season ahead.

Suresh Shetty

Hon. Gen. Secretary

suresh2205@gmail.com

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Success mantra for Food Businesses & reasons for failure

By Staff Reporter

Many people believe that opening a restaurant is as simple as putting on an apron and heading to the kitchen, but every successful restaurant owner knows the ground reality. A concrete business plan, good location, ambience, food served, quality parameter and the service play important role.

People need a place to enjoy the cuisines and food their taste, so the external atmosphere has to be conducive for leisure. Outdoor spaces, with elements of nature, add to the feeling of creative freedom and serenity. If one location of an industry goes bad, it drags down the profits of 4-5 locations. So one has to be very careful while choosing a location.

So first step towards opening a restaurant is creating a business plan. When one plans to open up a restaurant he needs to have a checklist on certain points, for example, what is the good time to indulge in food business, how to make the food exceptionally good in taste, what is the reason for the current growth rate of the restaurant in the country, localisation of the menu according to the need and demand of the target customers and above all the location which caters the customer.

For a restaurant to succeed, the owner should first determine who the customers will be and what would the restaurant want to serve. A food business takes time; you can't build a large food

business in five years. That is why one needs to be more patient since the investors are also not there in the beginning. Dining out as a habit is not going to see any decline. If the economy is not growing, people will shift to more value-based food. If the food businesses want to scale, keep on figuring out a suitable model. In short, innovation of menu, good quality food at affordable price, heartwarming hospitality to every guest and good location articulate the success of the restaurant in India.

Here are some common reasons why many restaurants fail.

1. Concept' less:

Any successful restaurant needs a clear concept, i.e. identifying the specific customer that is target audience. You need to know the target audience for whom you are going to open your business. If this is not identified in the beginning, it becomes a general one and possesses no identify.

Cling to a specific cuisine or type of food for a few months until the restaurant crosses its



developing phase, so that the audience is well versed with your signatory food item. Big brands like McDonalds and KFC are known for their signatory dishes, like burger and chicken wings, respectively. So keep the menu small keeping in mind the target market near your restaurant.

2. Unreliable partners:

In the beginning you might make family members as partners. But in the long run, balancing family and work seems more difficult for restaurant owner like you given the time requirements they need to dedicate to both. When clients enter into partnerships hastily, it normally becomes the worst business plan.

3. Lack of capital:

Your business can fail by either you not having enough money to start with or mismanagement of cash funds which can deplete your capital further or poor decisions. Always check your pocket before entering the restaurant business. Funding is the main reason for many of the restaurants to fail within a few months time.

4. Poor industry research:

A market analysis is an important pillar before getting into any business. Talking to people, local market and doing a survey of the preferred location can help you enter the industry with a bang on.

5. Hiring poor management:

You need to hire a manager to take care of your

restaurant, but don't ever trust anyone completely with your money or your business reputation. Remember that no one is going to care about your business the way you do.

6. Lack of team spirit:

Working in a group always bears fruit. A restaurant's focus on the team spirit makes the business profitable. While choosing your employee keep in mind that it is not mandatory for the person to be well qualified but be ready to learn.

7. Bad customer service:

A good customer service goes a long way. Shying away from customer feedback will do more damage than good to your restaurant. Every customer complaint needs to be addressed. If there are a lot of unhappy dining customers out there, they will never bother to return to the restaurant.

8. Delay in paying taxes:

When taxes are paid late, hefty penalties, fees and other fines follow. There could also be a possibility that the restaurant is shut down completely.

9. Not maintaining checklists:

Your restaurant should maintain proper training manuals/protocols, checklists, goals and incentives and follow a checklist for all of them.

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Organic foods are picking higher sales in India and restaurants go organic

By S. Suchithra

Today, the consumers see organic food supplements as a healthy and nutritious option to keep up a pace with the fast moving lifestyle. Organic food is a popular trend which has taken health enthusiasts by storm. Indians are slowly opening up to the idea of buying food that has been produced naturally without the use of pesticides and chemicals. Meanwhile, retailers like Nature's Basket and grocery portals like Big Basket.com, Local Banya.com is targeting at getting handsome revenue from these products segment. Top food retailers like Future Group, Reliance Retail and Spencer's Retail say sales from organic vegetables, fruit and food products is increasing day by day.

Because of various awareness campaigns, people are now realizing the ill effects of junk food. So, not only India, people across the globe are becoming more and more conscious about their health and lifestyle. Even organic spices are also introduced by some brands like ITC also shown an upward movement in market.

The organic food industry is steadily moving from small specialty shops, to mainstream markets, large supermarket chains. The reasons for consumers to go organic are many. One of the reasons is that it is not only fashionable but also organic in nature which has goodness in it. Organic products are mainly made up of natural

substances, which in turn have been grown eschewing the use of artificial chemicals, fertilizers and pesticides. That is why; the Indian organic food market has begun growing rapidly.

Consumers, especially those in the high-income bracket are increasingly shifting to organic vegetables and allied products, and while eating out, too, they want a similar experience. No doubt, these products are more expensive vis-a-vis conventional vegetables sold in the

neighborhood store, but the health benefits of organic products just can't be ignored.

And, to meet the requirements of this niche segment, several restaurants at four- and five-star hotels in key metros offer an array of organic dishes. Restaurant and hospitality professionals highlight that they are relying on a combination of word of mouth recommendations from their patrons, as well as social media sites like zomato to spread

awareness for numerous organic products offered including poultry, fruits, vegetables, cheese, and pasta, amongst others.

In addition, food festivals held throughout the year, as well as related seminars help to expand the target audience for this cuisine. Senior hospitality professionals also emphasised the importance of suitably trained staff and their ability to guide customers in selecting organic dishes.

The size of the restaurant industry is valued at several thousand crore each year, and the organic segment is only a very small portion. However, with growing awareness for health and allied products, growth prospects for organic themed restaurant segment do appear rosy.

With a growing awareness and the benefits of organic food; over the last decade, sales of organic food products have grown severely in the supermarket. It has grown by 20 percent annually targeting at two percent to roughly 3.5 percent by the end of the decade.





Restaurant design & customers' appetite

By Bhaskar K Shetty

“Design must reflect the practical and aesthetic in business but above all... good design must primarily serve people” – Thomas J. Watson

Rightly said, first impression makes a lasting impact, and why not? Unmistakably, the potential diners and customers come in touch with the ambience of the restaurant first; then with the food.

Earlier, primary existence of many restaurants was to lay out a sumptuous meal, but with changing times it progressed to diners seeking splendid dining experiences, which could be as varied as adventure, serenity, concept and theme along with a nourishing food palate.

The restaurant design patterns are changing with time as contemporary urban designers realise this purpose of design more than ever and are innovating by the day to simulate the tastes and imagination of customers.

The décor of restaurant spaces is fashioned by restaurant designers such that it compels the customers to revisit and stay long for these experiences. From the rustic, raw and authentic looks to the shift in textures mark the trending of industrial design and style in interior design industry at restaurants

The industrial designs tend to impact the visual strongly and aid in the farm-to-table experience for the customers. Be it the purposely created dents or the natural look of wood-work and metal-work or the high-spaced ceilings with exposed beams or the historical brick-work; a host of spectrum of design elements such as adopting industrial lighting, exposed plaster, reclaimed timbers and glazed brick tiles have made it in the trending-now list of top-notch designers. These design elements which take you to timeless spaces or futuristic experiences are in vogue.

The upscale restaurant designs emphasise on texture more than colour these days in interiors for their exposed brick walls. Great attention is given to materials in their natural forms creating nostalgic or timeless experiences for the customer. Exposed brick work walls mark the beginning for an artisan aesthetic experience from where the rest of the interior space can be maneuvered.

Intricate brickwork designs add an exquisite and original architectural appeal to the interior design. And the industrial designs blended with black metal or piping or reclaimed wood-work bring out the rustic feel with creative repurposing. Authenticity in interior design is one of the top trending in-style must in the restaurant design market. Alongside authenticity comes sustainable design. Authenticity of the food palate as much as of the design element!

The designers play with the geometrically shaped fixtures and their orientation to showcase the newer artistic interior designs. This marks a shift in the industry to move and seek new styles to stand out from the crowd.

This can be evidenced in the cutting edge restaurants and pubs which have introduced strong, hard edged geometric patterns. These current trends are moving towards an increase in zoned spaces to create interest and movement around eating space; also to experience the uniqueness of the restaurant spaces creating desirability and longing in the customers.

And, as we know, sky is the limit for designers who are picking up the pulse and needs of customers and blending it with their offerings and finding much appreciation.

Hence, we can see that it is the palate of ambience and visual interior designs on which the restaurants serve food and fulfil the appetite of their customers.

Home deliveries and take away are catalyst to restaurant business

With growing middle class and nuclear family system, the trend is moving towards people trying out restaurant foods at home. And these have given a rise to the number of deliveries and take away systems in India. The home delivery segment in Indian restaurant is evolving with greater people choosing to order through phones and internet options. And the segment is estimated to grow at 30-40% over the next five years.

People in India have experimented a lot with different food trends. Over the years, we have seen different trends and segments ruling the restaurant business. But with growing middle class population and the working women with nuclear family system on the rise, the people in India prefer the option of delivering the food right at the doorstep as it gives them a hassle free access to what they want to eat with a choice of their own environment and suitable location.

The increasing congestion levels and longer waiting hours at many restaurants is forcing a section of consumers into going for the convenience of ordering-in and takeaway rather than eating out.

Over the years Indian tastes have changed with growing prominence of global restaurant chains opening its door in India

and the Indian restaurants adopting globalised menu in its offering. Today the restaurants are not only preferring the dine-in option but are also available in takeaways and delivery formats within a range of certain diameters of its presence. Meanwhile, the restaurants are adopting technology in every sphere of its expansion and as the access to the internet and mobile communication have scaled up; the consumers now have more convenient means for ordering from home.

Witnessing all these opportunities food chains like Pizza Hut, Domino's pizza, KFC, MC Donald's, CCD, Barbeque Nation amongst other have launched mobile ordering application using which consumers can order from anywhere, at any time, via their mobile phones and applications.

Another major reason which is giving a rise to the home delivery and the take away systems in India is the growing of multinationals and the corporate culture in Indian work culture in cities like Bangalore, Delhi-NCR, Mumbai, Pune and Hyderabad amongst other. The migration of people from one city to another and from their own culture to another culture, has given a chance to these formats to seek greater opportunity in the Indian food segment.

According to a research, the Indian organised market is at Rs 80 Lakhs of which the home delivery is one of the fastest segment that is evolving and is estimated to grow at 30-40 percent over the next five years.

Hence, we can say that the growing popularity of takeaway and delivery segment is one of the key drives behind the growth of the food services market in India which is growing at a CAGR of approximately 19.5 percent annually.

Pop-up restaurant is the new trend in the Indian F&B industry

Pop-up restaurants bring a fresh experience to a new market for a short span of time. In this type of formats, guests sample the cuisines, setting, service, etc. Pop-up restaurants are also a new way for restaurateurs to test out a product on a new market with a very low investment. The concept of pop-up restaurant is being introduced in India lately only in specific cities like Mumbai and Delhi. Pop-ups are generally micro-events that are put up at temporary venues, setting up a moving kitchen and a different food experience for customers. A pop-up restaurant offers the same benefits as compared to any other restaurant excluding the investment of opening a standalone restaurant. Many chefs use pop ups as a way to expand their culinary careers, while others use pop ups as a way to level the dining field, offering gourmet food at affordable prices.

A pop-up restaurant is the new trend in the Indian F&B industry and it is a way to promote your existing restaurant that lasts for two-three days. It can be organised anywhere, at an existing restaurant location or can be presented like an event at shop or vacant place. Most of them offer different product than their

traditional one.

The heart of any restaurant is the kitchen, and the kitchen at a pop-up restaurant is mobile depending on the space available at the current setup. Much like catering, a pop-up restaurant offers you a chance to learn the skills of knowing when and where to prepare and serve the food. It is a great way to see if you truly enjoy the hospitality industry enough to take the leap of opening your own restaurant.

The target customers vary from place to place depending on the demography and the types of food served at the pop-up restaurant. Today, people want to experiment, a single concept doesn't work for longer time, and that's why, restaurants have started the pop-up shows or the micro events that are put up at temporary venues, for a few hours or few weeks where people collect as many experiences as possible.

Pop-up restaurant is mostly marketed through Facebook, Twitter, blogs and various other mediums of communication. From the cafe's point of view, a pop-up restaurant gives a chance to get relevant feedback and represents the brand in a different setting. Most such concepts also have samplers and discounts, which keep the customer coming back for more.

For a pop-up restaurant, the pricing is similar to the original outpost of the restaurant as well as the restaurant the pop up is taking place in. The restaurateurs and the chef consider the current prices of ingredients and labour cost involved in the setup. Now a days everything is very modular, so that they can easily setup and dismantle it. These turn out to be easy to execute with significant potential for a high visitor turnout.



People want to eat healthy, nutritious food without compromising on taste

By Staff Reporter

We see lots of new restaurants opening every other day but how many of them actually serve good food. And how many of them serve food that are healthy is still a big question. Often, it is found that whenever global menu introduced in India, it does not take time to get copied by street vendors. Now, we have two versions of that global menu. However, one cannot be sure on the fact whether that global food variant being sold on streets are healthy and maintain the standard set by global brands. Here's is a clear Picture!

Many restaurants think that people come to restaurant only because they are a food lover. But, they should also fathom over the reason why people stepped in. Most of the times, they are chosen as they serve healthy and hygienic food. Serving food and that too in a healthy format is more crucial for a restaurant. Combination of these two factors gives food connoisseurs a feel of good taste without compromising on hygiene.

To make sure the food served to the customer is 100 percent healthy to eat, the restaurants need to follow certain guidelines which includes keeping the kitchen and the surroundings clean, use fresh and quality products and vegetables and also assure that the products that are stored have not expired their shelf life period.

People always prefer going in a reputed restaurants to take

food because they follow 100 percent hygiene and the norms passed by the FSSAI which ensures that what they are eating is beneficial for their health.

It is also noticed that the restaurants provide delicious foods but are not too healthy to eat due to excessive fats, extra spices and not-so-clean surrounding where the food have been cooked. And to solve all these problems, many restaurant chains are adopting organic way of cooking food and serving delicious yet healthy food.

Meanwhile, the globalisation is another reason for creating a healthy food by the restaurateurs. With people becoming more demanding as they have international exposure and have travelled across the world, the restaurants owners are now including fat free menu and organic dishes in their list.

The Indian consumer is becoming more and more sophisticated, demanding and knowledgeable about food. This has come through travel, international exposure and also because of media. People want to eat healthy, nutritious food without compromising on taste. Moreover, people eat 60 percent of the food through eyes

Thus, we can say that today's diners are not only conscious about being healthy but also being fit. So when they visit restaurants they also expect to eat healthy food, by selecting a menu that offers choice of a balanced diet.



FSSAI sets 12,000 standards for food additives and ingredients

By S. Suchithra

Food Safety and Standards Authority of India has finalised 12,000 standards for food additives and ingredients in line with global safety standards Codex, in order to do away with lengthy process of product approval, reported PTI.

The move is expected to benefit food companies as they would not require seeking product approval from FSSAI if they comply with these standards.

At present, there are 375 FSSAI safety standards for food items but none for food additives and ingredients.

"FSSAI has approved 12,000 standards for food additives and ingredients. The Law Ministry is vetting the standards and a notification will be issued soon," said a senior Health Ministry official.

The new FSSAI standards are in harmony with the global food standards of Codex Alimentarius Commission, established by the United

Nations' Food and Agriculture Organisation and World Health Organisation, the official said.

FSSAI, under the aegis of Health Ministry, has fixed maximum limit for use of food additives in various food groups to ensure that the intake of additives does not exceed the acceptable daily intake. Similarly, it has set norms for use of ingredients in preparation of processed food items.

After the Maggi controversy, the FSSAI has stepped up measures to strengthen the quality standards for food products. It is reviewing the existing standards set for caffeine content, metal and toxic contaminants and other residues in the food products.

The regulator is also in the process of setting standards for imported food items to ensure safe products are sold in the domestic market.

Courtesy fssai.gov.in

FSSAI reduced TFA in edible fats and oils to 5 per cent

By Staff Reporter

The Food Safety and Standards Authority of India (FSSAI) have reduced permitted Trans Fatty Acids (TFA)

Content in edible fats and oils in the country from 10 to 5 per cent. The Centre for Science and Environment (CSE) said, FSSAI in its latest notification has reduced the maximum permitted amount of trans-fats to 5 per cent (by weight) in hydrogenated vegetable oils, margarine and fat spreads and interesterified vegetable fat.

"The five per cent limit is a step in the right direction. Although slowly, we have progressed from having a 10 per cent limit first set a couple of years ago. We should aim to reduce it further to near-zero levels," said Sunita Narain, Director General of Centre for Science and Environment (CSE).

"Consumption of junk foods is also rising across all sections of society and age-

groups. It is no longer limited to urban areas. Keeping this in view, the new regulation is an important milestone in containing the burden of non-communicable disease," Deputy DG CSE, Chandra Bhushan said.

With the consumption of trans-fats through cooking medium or ultra-processed junk foods was strongly linked with non-communicable diseases, particularly cardiovascular diseases.

The World Health Organisation (WHO) has been advising countries to limit its consumption while in a similar attempt, the US in June recognised the use of partially hydrogenated oils as unsafe and banned its use by food product manufacturers within three years, the CSE said.

In 2009, CSE study on 30 brands of cooking oils, found trans-fats contents in all vanaspati brands much higher than the prescribed standard.

Courtesy fssai.gov.in





Reason behind the success trends of Chain Food Services Market

By G. Subramanian

The chain food services market has emerged resilient even in the face of recessionary pressures and has grown in double digits year-on-year.

1 Menu:

The broad range of items provided by the menu and the ability to customize them as per customer's wishes. Offering limited time offers and table top promotion go a long way in building a chain.

2 Price:

Offering value for the money by emphasising on portion size and bundling or combo meals.

3 Service format:

Provision of different types of serving – counter ordering, table service• Atmosphere: Providing an ambiance for family and friends.

4 Unique elements:

Both Indian and international – have entered the space and are expanding through 3 courses

5 New cities:

Cities beyond metros have now emerged as potential locations for food service outlets, providing volume and a wider customer base to players.

6 New formats:

Players are looking to branch out through multiple formats, e.g. by establishing their presence in food courts, through express formats, kiosks, etc. This enables them to cash in on the potential presented by these formats and, in addition, rationalise on costs, primarily rentals, which is one of the key P & L costs, primarily rentals, which is one of the key P & L cost for any outlet.

7 New Locations:

With the developing travel infrastructure in the country, the prospects for the future expansion of food services outlets lie in exploring travel retail locations such as highways, airports, and stations. These locations give a captive audience, assure high footfalls and provide brand visibility. Apart from these, opportunities also exist in locations such as educational institutions, office complexes, fuel stations, and hospitals.

These trends along with the expanding consumer base, mounting disposable incomes and the ever rising drive to experiment, will continue to promote growth in the food services market and thus make it more attractive to investors.



Restaurant industry has seen several ups and downs

By Staff Reporter

The political and the economical scenario in the country are making the sales drop in Indian restaurant industry, believe experts. The beef ban in Maharashtra and Haryana is another deterrent to the growth of restaurant industry in the country. Many food joints have to cut down their beef and steak menu amid the state government's ban on the consumption of beef resulting in a heavy loss to the eateries in heavy tourist areas like Mumbai, Pune, Goa and some parts of Haryana.

In the last two years, restaurant industry has seen several ups and downs, with closing of more than 500 restaurants in the country. Despite new and global brands entering the space, Indian restaurants have witnessed a drop in sales at their outlets.

Brands like Yum, McDonald's, Costa Coffee, which have ruled Indian QSR segment for more than a decade now have seen a drop in their quarterly sales, forcing them to cut the size of their stores or close down a few of their outlets. Moreover, steep rise in service tax in the recent budget have further chopped off their growth, as food lovers find eating out more expensive now.

The restaurant industry has suffered majorly and is still suffering and in fact, many hotels and restaurants in Goa, Kochi, Mumbai, Pune and Delhi are shutting down this year as they don't have the money to survive.

Meanwhile, consumers today are not willing to pay extra penny on their food and there is some kind of feeling about spending money making it a reason for drop in sales at the restaurants in last two to three years.

However, with new outlets coming up, it is also believed that the increase in competition has increased the eating out option for the consumer, making it tough for the existing players to increase frequency of their customers or make them comeback customers.

Sales in restaurants are not dropping, but being shared by the new restaurants which are opening up thus creating a situation where the supply is more than the demand. With more variety of restaurants available, people also tend to try the new eating house which leads to loss of revenue for one and gain for the other. This effect over a period of time leads to stabilising the sales for a restaurant depending upon the popularity among the locales.

In earlier days in India, visiting a restaurant was considered to be a luxury. Nowadays, there are quite a few restaurants in each locality. People also have travelled more, so they understand food in a better way as compared to old days. Hence, some older establishments are finding it difficult to inflate the prices and charge a premium so they say that sales have dropped. Actually, the volumes and the number of people visiting restaurants have increased manifold.

And hence, it is no secret that restaurants need more customers to make their business healthier and sustain in a competitive environment.

Courtesy : <http://www.restaurantindia.in>



Crucial elements to consider when you choose Restaurant's Location?

By G. Subramanian

There are four crucial elements to consider when looking at a potential restaurant location.

Population base:

Is there enough foot-fall in the area to support your business? For example, is the restaurant location in the heart of a city shopping centre or along a busy lane? It has to be an area where there are enough people or at least have population passing through the area on a regular basis to keep you busy. Most people looking at their first restaurant don't have enough money in their budget for a professional survey. A less expensive method to determine the population base of certain areas is to use a circle graph. You can even ask the local chamber of commerce and district office for more information.

Parking:

Will there be enough parking to accommodate all the seats in your new restaurant? Ideally, a new restaurant location should have its own parking lot. If that isn't an option, look for public parking near the restaurant location.

Accessibility:

There's a reason why major restaurant chains are often located

near the most populated areas: It makes them accessible for customers and most people can reach the restaurant without fighting traffic or driving out of their way. Most successful restaurant locations (but not all) are easy to find.

Visibility:

This goes along with accessibility and is very important for new restaurant locations. People have to know that your restaurant is there. This is why property prices in populated areas are higher than other areas. They offer a level of visibility that can bring in a great deal of walk-in business.

So when you draft your business model, keep these things in mind. By understanding these elements in detail, you can choose the right location for your new restaurant. Before you make a business model or create a menu or go to the bank to apply for a loan, you must first decide where exactly your restaurant is going to be located. This is because selecting a location for your restaurant will come first in the to-dos of opening a new restaurant.

Right location influence's many parts of your restaurant, including the menu. If you already have a certain restaurant location in mind, don't get too attached to it until you are sure it has all the right requirements for bringing success to your restaurant.



Important points to think about while designing menu and kitchen for restaurant

By Bhaskar K Shetty

Kitchen designing and menu designing is both parallel to each other, as menu is designed keeping in mind the local customers; kitchen designing is done considering the ingredients available in local market.

Menu is the reflection of your restaurant's character, so it is more than the list of food with its prices. A menu should be well written piece defining food on offering. It is an important marketing tool to gain customers towards your restaurant. Of course, it gives you a chance to convert a first time visitor to a regular one.

Before putting up your menu start with one simple question to yourself, what are you going to sell to the public? Are you going to work on a unique recipe or you are working on a menu keeping in mind the region?

Look at varieties of menu: Start doing a research on menu's prepared by some big

names in the restaurant business. See what other people are doing to make their menu tempting. Prepare a menu which in itself is alluring.

Menu description: The good rule for writing your menu is to keep the menu short. The number of words in your item descriptions should form a bell curve with the type of restaurant you have. QSR should keep it to just a descriptive name (Rawa Masala dosa), where a Fast-Casual will have a few more words with possible photography. Your casual dining restaurant will have the wordiest descriptions meant to entice and add to the brand atmosphere.

Arrange your menu logically: Your menu should reflect the order, in which people actually eat the dishes you offer, be breakfast, lunch, appetizers, dinner, and then dessert. Traditionally, simple drinks (water, soda, tea) are listed last; specialty

drinks (wines, cocktails) are usually on a separate list. The menu should be very presentable to the customers.

Restaurant Menu Design: Menu design in itself is the reflection of the restaurant. The menu layout should match the colour, format and concept of the restaurant. For example, if you are opening an Udupi restaurant, soft homely colours and caricature of Plantain leaf and hot coffee would be good choices for a menu. These colours would be at odds if it used on the menu of an Italian restaurant.

Menu Pricing: Menu pricing is something which makes your food sell, believe experts. Food cost and portion control are two ways to help price your menu correctly, so you make a profit but be careful not to price yourself out of the local market. Another way to ensure profit is to create a balance of expensive and inexpensive items and limiting the use of market



price items, which have the greatest fluctuation in prices.

Many a times restaurateurs focus a lot on every single pillar which is helpful in making their venture successful, but often they forget to go through a detailed kitchen designing for which he will be getting the customers inside his doors.

Kitchen management is an applied mix of resource utilisation (manpower and finance) and creative product development (concepts, menus and restaurants). It involves aspects more than management like creative conceptualisation and high levels of leadership, considering the large numbers of manpower and the varied stratum and experience of the same. Kitchen designing includes all the essentials that need to be taken care of while preparing the food in the kitchen. From

sourcing the right and fresh ingredient from the market, to preparing and serving the dish on the table comes under designing kitchen. Not only this, maintaining hygiene inside the kitchen and handling kitchen staff to deliver the same, is an important part of kitchen designing.

Food always involves all the senses (see, smell, touch and feel, taste, and hear – especially while eating crunchy dishes). People usually remember and visit a restaurant for its food. Hence, a good menu and excellent quality food is the major contributor in restaurant business. Quality of service also plays an important role followed with ambience and location.

Kitchen designing is very difficult and tricky at times as it is about

getting the right product available at your table. Many a times we are unable to deliver the same kitchen experience as we could deliver due to unavailability of certain fresh ingredients. Hence, to manage and run a kitchen smoothly a restaurateur and a chef must plan the day by preparing a chart mentioning details of the whole day. Working on recipes and learning the basics of cooking can help one run a kitchen smoothly. Experts believes that by being a chef one has to be confident about their creation and keeping an eye on details is key in kitchen.

Majority of the restaurateurs have less marketing budget

By G. Subramanian

Today's vast landscape of digital and social media tools have provided more opportunities for restaurants to connect with guests, but with limited budgets and time, restaurateurs are still struggling to choose the most effective mix of marketing and loyalty solutions.

We know restaurateurs have little confidence in the value of their overall marketing spend as they keep experimenting to get more bang for their buck

Restaurateurs cited limited marketing budgets and trouble in tracking the real ROI of marketing investments as top marketing challenges. Managing customer interactions online was another top issue that their businesses faced.

They recognize the growing importance of

social channels to interact with patrons, build their brand and manage their reputation, but effectively maintaining the sheer number of channels has become a complex problem. With the addition of these social media tools, the number of marketing channels that today's restaurants use is so varied and broad that it's not a surprise that making sense of the marketing mix can be overwhelming.

In terms of growing the business, the restaurateur plan to offer new or additional menu items, they would adjust their promotional mix to maximize ROI. At the same time, they rely on their own experience or the advice of others to make marketing decisions without the help of any supporting data. There is an

information gap which presents an important opportunity to help restaurant merchants have more visibility and better tools to understand the performance of those marketing investments and to make smarter decisions."

Meanwhile, the months of January, February, July and August as slow months for business. To compensate during these months, they offered special promotions. They also feel that online deal sites are successful in driving sales; and they are more beneficial than other marketing channels. A majority of restaurateurs find that multiple promotions are successful in driving sales and repeat business but offering a dollar savings with a minimum spend requirement is most successful in meeting both goals.



Building traffic for small restaurants

By Staff Reporter

Over the years, restaurant industry is facing lots of problem in getting the right traffic at their restaurant. Marketing and placing their product right is a great challenge in a market where people have become very open to eating out.

From last few years entrepreneurs especially the small restaurants are facing various difficulties in getting their business right, especially when they also have an online presence. Today they do not have a one stop platform that takes care of the complete online presence.

They also do not have any control on media through current channels such as aggregators. Meanwhile, small restaurants are provided no transparency in the management of their marketing budgets and cannot track the conversions through the channels.

Now a days Solution Service providers offer clients with complete online marketing for the restaurant. From launching to managing their website to smoothen their business, these channels are helping the small players

business. They are helping the restaurant fraternity in paid advertising and free traffic to drive traffic to the website through channels such as Google, Face book, Pinterest, Email Marketing, SMS Marketing, Local Listings and Maps

The restaurant gets customers for dine-ins and orders for home deliveries and pickup. The restaurant also gets ability to manage their brand, through online brand monitoring.





Serving food on Wheels !!

By Staff Reporter

A lot of people consume food from the trains on every day basis; therefore nutritional food is a must to be served. As it is known to everyone how Indian Railways offer poor quality food, unhygienic and on the top of that overpriced.

Ordering online food has become similar to the ordering goods online. This is the new emerging trend which brands like TravelKhana and YatraChef Mera Food Choice has initiated by delivering food in railways, at stations or in trains. It is not just about convenience of consumers but at the same time it is delivering fresh and healthy food.

India has such a wide diverse palate of food and why should the travellers in trains, which is the lifeline of the nation travelling through every nook and corner, be devoid of any option to enjoy those. According to the reports, India's railways catering sector is worth Rs 4,000 crore and has been a topic of debate for poor quality food since years. The online marketplace of railway catering has so gained quick attention although it is in nascent stage and is picking up fast to cover all stations across India.

As a result, many entrepreneurs came up with this idea to start and deliver online food in trains as per the journey schedule of passengers.

Delivery of food at train is the major concern by not providing authentic food to the passengers. As so many disease are round the corner, people have become health conscious and therefore they ask for healthy hygienic food to be served while they travel.

With the authenticity of food, menu is also an important factor to keep in mind as it is the place from where the people order the food. Menu also informs the customer about the dishes availability, prices and also promotes certain dishes in high visibility positions.

The online food ordering business is huge and so the number of online order is expected to increase by 10 per cent of the total number at the moment which include start-ups also. Similar to the railways, good quality food is a requirement at the highways and bus route services. Thus, it is significant to achieve a level of standardisation and quality assurance in food.

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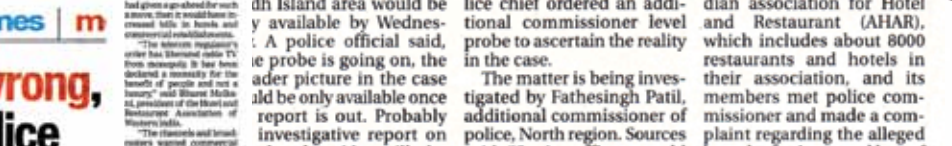


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