



AHAR

Hospitality

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India's aviation boom can benefit restaurants too

Thali:

A centuries old tradition that blends "Satvik" diet and Ayurveda on a platter

Central kitchens can provide an ideal solution to meal requirements of Mumbaikars

Philippines on the fast track, India misses the QSR bus

With tastes from far east to the caribbean, dining in Mumbai to witness a boom in 2015

From 'Malabari hotel' to Ambassador of Indian Cuisine: The success of Garden Restaurants

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Philippines on the fast track, India misses the QSR bus



Dear Esteemed Members,

It is sheer contrast that the State and Central Govt. are putting enormous

pressure to the Hospitality industry by way of enhanced tax and levies and the cooking gas

issues, enhanced tax on water, rent and many such perils from time to time which is an alarming situation for the industry. It's a wake-up call to the whole industry and need to address in war footing manner.

Industry veterans need to come in forefront to address the changing scenario of the Hospitality industry.

S. Suchithra

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Dear Members,

Thanks to our monthly and quarterly publications, updates regarding various activities undertaken by the Indian Hotels and Restaurants Association (AHAR) are receiving wide publicity both within and outside our industry. It is thus high time that we use our in-house publications for creating a general awareness about the wonderful facets of Indian cuisine, the rich and varied facets of the country's culinary traditions, rights of both- restaurateurs and customers and common problems faced by AHAR members and their counterparts nationwide.

You are, most likely, aware that AHAR has made several high-level and legal representations to various authorities and courts to have the plethora of issues resolved amicably. The Association filed writ petition against hawking zones proposed by the Municipal Corporation of Greater Mumbai and also lobbied with the Maharashtra Excise Department to ease rules and procedures for applying for new liquor permits or renewing existing ones, met senior police officials of Mumbai to sort out issues related to parking of delivery vans and vehicles of our customers, among others.

This issue of AHAR Hospitality comes at a time

From Managing Editor's Desk...



The Union budget provides no sops for the food, beverage and hospitality sector of India. In sharp contrast, the Indian government is providing licenses on a fast-track basis to Multi National Companies (MNCs) in the sector for expanding their footprint to India.

when the Restaurant Industry stands at the crossroads of development

and doom. It is indeed sad to note that the Union budget provides no sops for the food, beverage and hospitality sector of India. In sharp contrast, the Indian government is providing licenses on a fast-track basis to Multi National Companies (MNCs) in the sector for expanding their footprint to India. Even then, this dichotomy in policies need not be viewed negatively by the Indian restaurateur: Instead, they should be viewed with a totally different perspective- as a challenge for us to meet the stiff competition that will soon ensue in our industry.

This edition of AHAR Hospitality features an article on how two small restaurants from the Philippines have made a difference to the small nation worldwide, which should serve as inspiration to our members.

In addition, this edition has an in-depth article about the 'Thali' - a complete meal which which has been the special attraction of almost every restaurant in Mumbai. This article, based on research, proves beyond doubt that a 'Thali' is indeed an all-encompassing meal that provides the right blend of nutrients to our diners. As AHAR members, we can try and improve our 'Thali' service to ensure they we serve enhanced nutritious and delicious food to clients

at the right price.

This edition also comprises of a comprehensive article on how taboos related to alcohol are fast vanishing in India and ways and means for AHAR members to capitalize on these facts while ensuring safety and well-being of their clients.

Further, AHAR Hospitality's latest edition also contains some vital findings about the basic considerations of clients when choosing a restaurant for entertaining their families and friends or hosting business associates.

The months of April and especially May 2015 will prove to be a leaner season for all restaurants in Mumbai, since school and board examinations are over and families will head to various destinations to enjoy summer vacations. These months will provide AHAR members an ideal period when they can introspect on their service and food quality, pricing and find ways and means to counter imminent competition from MNCs.

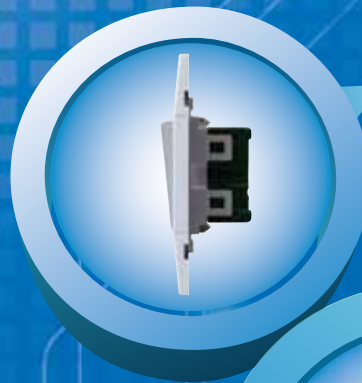
Let us all strive together to ensure that Indian restaurants and the country's globally acclaimed culinary heritage are preserved in the broader interests of our beloved nation, its people and our entire industry.

Happy reading.

Bhaskar K Shetty
Managing Editor
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Dear Members,

Let me take this opportunity to thank each and every member of AHAR for depicting confidence in me and electing me as the President of one of the most respected organizations. I am indebted to deliver and live up to the expectation of our esteemed members and it is my privilege to address you through our exclusive magazine.

As you are all aware, our country is changing rapidly and so are policies that govern various departments. Such shift in rules and regulations combined with emerging competition, food prices and increasing labor costs plus the pressure we face to provide economical offerings on our menus pose a major challenge to every member of the Indian Hotel and Restaurant Association (AHAR) and others.

While the Union and the Maharashtra governments have indeed formulated some good policies, several of them are yet to be implemented and enforced. An example of this is rules governing Child Labor: While the Child Labour (Prohibition and Regulation) Act 1986 prescribes employment from 14 years onwards but the Juvenile Justice (Care & Protection of Children) Act 2000 prohibits employment below 18 years. The police and other authorities continue to target AHAR member restaurateurs for hiring such workers on the grounds that they are underage and that the

From the President's desk



A large number of restaurateurs find themselves at the receiving end of the Indian Penal Code and the Juvenile Justice Act due to improper implementation of the amendments made by the government, especially since our industry does not come under the ambit of Child Labor laws.

members are engaging Child Labour. A large number of restaurateurs find themselves at the receiving end due to the misinterpretation of the Child Labour Act 1986 and the Juvenile Justice Act due to improper implementation of

the amendments made by the government, especially since our industry does not come under the ambit of Juvenile Justice Act. To address this situation, a high-powered delegation of AHAR held a detailed meeting with Maharashtra's Labour Ministry and other concerned departments. During this meeting, we pointed out to the Minister that restaurants in Mumbai and elsewhere contribute crores of rupees annually to the state exchequer by means of various fees, permits, taxes and other levies we are forced to pay to operate our business.

Another problem we all face is the harassment by the Food and Drug Administration officials who serve AHAR members and other restaurateurs with notices with queries that are beyond the FDA's legal jurisdiction. AHAR has made a strong representation to the FDA and every other concerned authority regarding such wanton harassment and we have been assured, the same will also be addressed properly and legally.

The Proposed Town Vending Committee's policy of allowing Hawkers to the extent of 2.5 percent of Mumbai's population. This would phenomenally increase the number of Hawkers including street side food joints in designated areas posing a major threat to the restaurant industry. If implemented, every restaurateur in the city will soon find small food stalls

operated by such hawkers outside their premises, in peaceful residential areas and industrial zones. Hence, a combined and determined effort on behalf of all AHAR members and other stakeholders in the industry is required to counter this issue before the Municipal Council of Greater Mumbai and the Maharashtra state government implements this policy. AHAR has already made a written representation to the Municipal Commissioner of Greater Mumbai but have yet to receive any response from his office. This left us with no option than to seek legal intervention and we intend to do so through a Writ Petition against the Food Hawkers Policy.

Through this issue, I once again wish to remind every AHAR member that our strength lies in our unity. Hence, I request every member to be well aware of their rights, duties, rules and regulations as well as social obligations to help us combat injustice in any form being meted to restaurateurs doing legitimate business. I encourage you all to approach AHAR, if you are subjected to any unjust harassment and injustice by any authority. You may be rest assured, AHAR will continue to support your cause and take up the matter on a large scale with concerned authorities and seek legal redress wherever and whenever needed.

With these words, I wish you all very happy summer vacations,

Adarsh Shetty
President
adarshshetty69@gmail.com

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Dear Members,

On behalf of the Indian Hotels and Restaurants Association (AHAR), I welcome the proposal by the Maharashtra State government to allow our members to keep their restaurants, bars and permit rooms in various parts of Mumbai open 24 x 7 x 365.

As you may recall, AHAR had lobbied for this rule over the past several years and the permission by the Maharashtra government indeed goes to prove the effectiveness of our collective action. Our association was invited, along with various other concerned authorities and industry stake holders to discuss the issue of keeping outlets open 24x7 to preserve Mumbai's renowned Night-life.

I am happy to announce, AHAR has already submitted its report to the government and other concerned authorities on this issue. In our report, we have also elucidated the state government about our various concerns and apprehensions, which include prevention of harassment of restaurateurs who are keen to use this facility, sought increased police patrolling on streets of the city, where such restaurants can operate, installation of Closed Circuit TV cameras to detect troublemakers and prevent any law and order situations while seeking assurances that patrons of such restaurants will not be harassed unjustifiably under any clauses of the law. AHAR has also suggested that Res-

From Hon. Gen. Secretary's Desk



The policy of MCGM and the state government puts us in direct conflict with food hawkers, since they will not come under the ambit of various legal provisions such as health checks and the Food Safety and Standards Act of India (FSSAI), among others.

taurateurs who wish to avail the 24 x 7 service facility can be atleast permitted to keep their outlets open up to 3 am in the morning and till dawn

during holidays, weekends, holidays and Sundays.

Further, AHAR has also raised strong objections with the Municipal Council of Greater Mumbai and the Maharashtra government to permit street-side food hawkers in select areas of the city. We have pointed out that such a move is harmful to the entire food and beverage industry of Mumbai, investors and restaurateurs since it puts such hawkers into direct competition with the organized restaurants industry. While we restaurateurs cough up crores of rupees annually to various authorities to procure a wide range of licenses and permits and are forced to pay all sorts of taxes, fees and charges, such food hawkers will be offered licenses at fraction of the costs we incur. This policy of the MCGM and the state government puts us in direct conflict with food hawkers, since they will not come under the ambit of various legal provisions such as health checks and the Food Safety and Standards Act of India (FSSAI), among others. In addition, such food hawkers also pose an environmental hazard since they are not obliged to leave the areas they operate from clean, even as AHAR has implemented the 'Swacch Bharat Abhiyan' at our restaurants. Food hawkers are known to flout all safety rules with immunity which can harm customers due to outbreaks of fires, food poisoning and spread of food-borne contagion.

AHAR has taken a strong cognizance of the food hawkers issue and will continue to oppose it since a day may arise when we might see such unhygienic vendors setting up businesses directly outside our restaurants affecting aesthetics of our premises, affecting customers and posing various hazards.

It is unfortunate to note that AHAR anticipates various rules and regulations to be enforced by the MCGM, the State and Central governments in coming months, which might adversely affect the entire industry, especially at a time when we are witnessing unfair competition coming from Multi National Companies (MNCs) who are entering the food business with billions of dollars worth advertising and promotional budgets. AHAR and our counterparts need to lobby with the government to ensure the interests of local and ethnic restaurateurs and millions of investors in India's food industry are not harmed.

Finally, I call upon all AHAR members to report to the association in writing immediately, should they encounter any sort of harassments or malpractices committed by any government official or office. This will enable us to raise the issue with concerned higher authorities and redress the situation immediately, to benefit every stake-holder.

Wishing you all a happy summer.

Sukesh Shetty

Hon. Gen. Secretary
sukesh2205@gmail.com

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Thali:

by G. Subramanian



One of the most popular items on the menu of vegetarian Udupi restaurants is the 'Thali'- a complete meal that consists of local bread, two or three vegetables, a lentil broth commonly called 'dal', a papad, pickles, rasam or clear spiced lentil soup, yoghurt, rice and a dessert. The composition of the 'Thali' can vary according to the place where it is served to cater to local tastes. Over the last four decades, restaurants across India have also began offering non-vegetarian 'Thali' that includes either seafood, mutton or chicken preparations, alongside vegetables and other fare.

Though the Indian 'Thali' regardless of whether it is vegetarian or non-vegetarian, owes its origins to centuries of Indian culture and the credit of popularizing the complete meal deservedly belongs to the thousands of Udupi restaurants.

How the 'Thali' found its way to a sprawling metropolis such as Mumbai during the early 20th century as migrant workers from the southern parts of the country converged upon Mumbai either as employees at various business establishments or traders. Though the arrival of the Thali can be considered as relatively recent in Mumbai, its origin can be traced back to 'Satvik' or pure vegetarian food, which is the staple of south Indian states- Karnataka, Tamil Nadu, Kerala and Andhra Pradesh. In ancient India, vegetables were aplenty and people consumed produce of the season.

'Satvik' food, according to ancient Indian scriptures and Ayurveda, helps a consumer to maintain proper health while affording protection against common ailments. A 'Satvik' diet is also known to have beneficial effects on the brain, the cardio-vascular system, alimentary tract and general

A centuries old tradition that blends “Sativik” diet and Ayurveda on a platter



wellbeing.

What makes the Thai popular? For starters, a typical vegetarian Thali at any Udupi restaurant offer a complete meal at very reasonable rates. It provides a balanced diet.

Indian bread: Udupi restaurants in Mumbai usually offer a selection of Indian bread along with the Thali. These can be puris, chappati, bhakri, parontha or naan. These breads are rich in carbohydrates and proteins since they are made of wheat flour.

Vegetables:

The Thali comes with two types of vegetables- a dry preparation and another with a dash of gravy. It is common knowledge that vegetables are rich in fiber, an essential part

of diet. Vegetables are also loaded with vitamins and minerals and do not unleash too many calories when consumed. The “dry” vegetable preparation is not spicy ideally consumed with Indian bread while the one served with a bit of gravy tends to be a bit pungent and tingles the taste-buds of the diner. Another important aspect of these veggie preparations is- they are cooked with a blend of spices including turmeric, chili, tamarind, cloves, cinnamon, cilantro powder or seeds and curry leaves- all of which have known medicinal values when consumed daily in right quantities.

Dal or lentil broth:

Usually prepared from “Toor” dal or ‘Moong’ dal, this traditional Indian lentil broth has made its mark as a food of choice in India and abroad. The reason is simple: Indian lentils

are rich in protein, which help build body mass when consumed with other essential nutrients. Dal can be eaten with Indian bread or rice or simply as a broth. Dal served at Udupi restaurants are carefully prepared with a dash of tangy tomatoes which provide Lycopene- a cancer retardant enzyme and Vitamin-C. Mustard seeds used for flavoring the Dal are a rich source of essential oil while Asafoetida (Hing) and Cumin seeds (Jeera) are reputed as carminatives that aid the digestive system while preventing gas formation.

Curds and buttermilk:

Every Thali served at an Udupi restaurant comes with a small bowl containing freshly prepared curds or buttermilk. Both these milk products contain essential nutrients and Lacto Bacilli which are essential for maintaining proper digestion. Curds, also called Yoghurt and buttermilk absorb large quantities of heat in the alimentary canal since the digestive system spends several calories on “warming” them to meet the temperature required for their digestion and absorption.

Rice:

A major staple in Thali, this grain is known for being light on the digestive tract but rich in carbohydrates. Steamed or boiled rice served with the Udupi Thali is bland and hence, blends well with any curry, Dal, curds, buttermilk, pickles or vegetable preparation.

Rasam:

This clear, spiced soup derived from boiled lentils makes an excellent starter or finisher for the Thali. Rasam is made of tamarind- which stimulates secretion of digestive enzymes, pepper- which helps increase appetite, garlic- a carminative that also helps reduce bad cholesterol and a couple of herbs including cilantro (Coriander) and curry leaves, whose health benefits are highlighted in this article.

Dessert:

No Thali at any Udupi restaurant is complete without a dessert. This sweet dish, served in small bowls can range from ‘payasam’ – a milk based porridge prepared with rice and sago, flavored with cardamom. The dessert can also be ‘soji halwa’ or ‘shira’ prepared with whole wheat meal. Desserts, as is commonly known, serve as ‘comfort food’ and provide some degree of relief against stress.

In recent years, food engineers in India and abroad are studying the possibilities of blending small doses of Ayurvedic herbs in “Satvik’ food served at restaurants in the hope, these will provide relief from common and long-term ailments to consumers who rely on this complete meal from restaurants daily. The only impediment lies in pricing such Thali since herbs and shrubs used in Ayurveda tend to be pricey due to their rarity.





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Central kitchens can provide an ideal solution to meal requirements of Mumbaikars

by Bhaskar K Shetty



Mumbai: The central kitchen, a very large and complex facility can help solve problems of working Mumbaikars who depend upon doorstep meal delivery system for their afternoon lunch. While central kitchens provide a cost effective solution to mass production of meals, several issues need to be addressed while establishing such a facility.

In India, one of the best examples of central kitchens are those owned by the charity group, Akshay Patra Foundation, an offshoot of the International Society for Krishna Consciousness (ISKCON) which has a presence in various states. Akshay Patra's central kitchens serve thousands of orphans and underprivileged children across India with fresh breakfast, lunch and dinner daily. While their concept is somewhat similar to a community kitchen, the ISKCON facility is operated on internationally accepted standards of food safety and nutrition. However, its success owes a lot to volunteers and



donors because they do not have financial considerations. Setting up a central kitchen on commercial lines is easy, provided the operator is advised at every step by a skilled expert. But operations can be a hurdle due to some major factors.

Some of the issues which investors in central kitchens in India need to look at include:

- Human resources, staffing and retention of workers.
- Purchase and maintenance of equipment.
- Communications between the kitchen and delivery persons.
- Material management.
- Waste management.
- Security.

Human resources and related issues: Despite the scientific, technological and academic advances in India, graduates who study food engineering are few. Skilled workers in the food industry at all levels are quickly absorbed by star rated hotels and chic restaurants who offer handsome pay packages and perks. Hence, prospective investors may find it difficult to recruit experienced staff or retain them unless they offer better pay packages.

Equipment: Thanks to the Indian food industry remaining largely unorganized, equipment for central kitchens made by indigenous firms may be hard to find. Investors may be forced to import such equipment from abroad, adding to their costs of establishing the

facility. In addition, trained manpower to maintain such machines will also be required- which can be overcome provided investors send such staff abroad for acquiring the required knowledge.

Communication issues:

Central kitchens cater to offices and labor intensive establishment. Thus, they require several delivery persons and vehicles. In cities such as Mumbai, which are prone to traffic jams caused by anything from VIP movement to road repairs, demonstrations and accidents, delivery vehicles can be delayed in reaching their destinations. Further, central kitchens, on particular days, may be flooded with orders for parties or extra persons. To handle such issues, an effective communications network between front-line persons of the delivery chain and kitchen bosses is essential. However, this issue is not a major one for Mumbai which has over half a dozen mobile service providers and wireless sets for such operations can be acquired with ease if the investor obtains the required license.

Material Management:

A crucial factor in central kitchens. Operators have to ensure they have adequate material on hand to overcome challenges posed in India by flash strikes by transporters, non-availability of certain raw materials due to vagaries of nature, sudden hike in prices of fresh produce such as fruits and vegetables, meat and poultry, government policies and storage related issues. Central

kitchens operate on long-term contract basis and usually, prices for meals are fixed beforehand. Hence, investors are required to ensure they have proper storage facilities, have proper agreements for supply of raw material as buffers.

Waste Management:

Cleaning of raw materials, wrappings, discarded containers and other motley stuff combined cause central kitchens to generate biodegradable and non-biodegradable waste in large volumes daily. Unless proper waste management systems are in place, the overall hygiene of the facility can take a body blow. Investors in central kitchens will need to tie-up with cleaning companies or the local civic authority for clearance and proper disposal of waste.

Security:

A very major factor in cities, especially Mumbai, which remains as a prime target for terrorists. A single phial of toxins emptied into a preparation can prove fatal to thousands of persons depending upon meals supplied by a central kitchen. Entry and exit into the facility has therefore to be extremely stringent and all suppliers, delivery staff and restaurant crew assigned access to only specific zones. Testing food for any toxins, which have been infused into a preparation or caused inadvertently due to any reasons, is essential. Especially since food poisoning, regardless of its cause can spell doom for millions of rupees worth investments.

From 'Malabari hotel' to Ambassador of Indian Cuisine: The success of Garden Restaurants

by S. Suchithra

Doha (Qatar): "Success occurs when opportunity meets preparation," is a famous quote attributed to late American author, motivational speaker and salesman Hilary Hinton, who became famous as "Zig" Ziglar. And Garden Restaurants, located in Doha, Qatar, are an example that aptly fit this adage.

In mid 1990s, Qatar was a little known emirate, located in the Arabian Gulf peninsula. With a population of just over five lakhs formed of various nationalities including locals, the country's capital Doha was a small city whose dining scene consisted mainly of small street-side "Malabari" eateries operated by expatriates from India's southern state, Kerala, a handful of "family restaurants" serving north and south Indian fare and other eating out joints of various ethnicities such as Lebanese, Syrian, Egyptian, Turkish, Filipino and Iranian with a handful of fast food franchise restaurants from the west.

All this was set to change when Garden Restaurant opened its first outlet off the Shara Kahraba or Electricity Street, a few hundred yards away from the ruler's office, the Emiri Diwan. The brainchild of three Indian entrepreneurs from Kerala with diverse backgrounds, Garden

received a lukewarm response from clients who dismissed it initially as "yet one more Malabari hotel" in a country where the expatriate Indian community hoards Riyals today for a better tomorrow at home in India. But all this was set to change rapidly. The owners had recognized the opportunity: Under the rule of the erstwhile Emir, HH Sheikh Hamad Bin Khalifa Al Thani, the tiny state was surging rapidly towards an economic boom propelled by its vast reserves of natural gas to become the richest country on earth. And Garden's owners were well prepared to meet this opportunity.

The first innovative step taken by Garden Restaurant was to introduce a twin kitchen, twin hall concept. Meaning, it was the first food outlet to have a separate kitchen and dining halls for its vegetarian and non-vegetarian clientele. The rules were stringent as owners ensured that all utensils, crockery and cutlery used in the non-vegetarians section never mingled with their counterparts in the veggie unit. Staff were also separate and menu offerings were widened. The results were amazing: Garden's clientele surged exponentially and the twin restaurant featuring typical Indian décor soon blossomed into a

dining out venue for local and foreign nationals, diplomats, officials and other persons of repute alongside regular patrons. Encouraged by this, the restaurant further broadened its menu, meeting the strict regulations enforced by the country's erstwhile Ministry of Public Health.

However, challenges for Garden were far from over. Qatar was to host the 2006 Asian Games and the country witnessed a rapid growth in its real estate sector as space grew scarce in prime localities for state owned projects and beautification of the splendid capital. As more foreign workers landed in hordes from various Asian countries, obtaining work permits for Indian restaurant crew became increasingly difficult. Garden managed to offset this staff crunch by hiring and training service personnel recruited from Nepal and other Asian countries while reserving Indian visa quotas for growth drivers- the chefs and their assistants, which would help ensure the typical flavor of India. The flagship restaurant also had to change locations as the land it operated from was earmarked for beautification.

The 2003 Gulf War which saw the US-led coalition troops enter Iraq

and eventually oust the Saddam Hussein regime from Baghdad was also a tough time for Garden and its owners as spending dwindled due to uncertainty prevailing among expatriates over the course of the war. The economic downturn that hit the world hard in 2008 also caused minor aches for Garden. Despite, the restaurant was able to diversify and widen its offerings by hosting chefs from various parts of India to offer Mughlai, Awadhi, Chettinad and other ethnic cuisines through food festivals.

The repute of Garden spread rapidly as luxury properties in Qatar teamed up with Garden to conduct their own festivals of Indian food ranging from typical Mumbai 'bhel puri' to fine Mughlai kebabs and curries.

Today, Garden Restaurants is recognized as the 'Ambassador of Indian Cuisine' in Qatar and elsewhere in the Middle East. With four outlets- The Garden Restaurant- Mughal, Garden Restaurant-Aspire, The Garden Restaurant, Al Khor and The Garden Exprez, the chain is an outstanding example of how grit and preparation can counter all odds and succeed in a highly competitive market.



BUNTS SANGHA'S RAMANATH PAYYADE COLLEGE OF HOSPITALITY MANAGEMENT STUDIES

by Staff Reporter

The Bunts Sangha has since its inception in 1927 always promoted educational growth of its members. In recent years, having realized the importance of Higher education and also the prohibitive costs which sometimes dissuades the weaker section of society from providing this education for their children, the Bunts Sangha in its Platinum Jubilee year decided to establish Higher education Institutions which would be within the reach of the common man.

The hospitality industry is a 3.5 trillion dollar service sector within the global economy. India's tourism and hospitality industry has emerged as one of the key sectors driving the country's economy. India's tourism is thriving, owing to a huge surge in both business and leisure travel by foreign and domestic tourists. Hotel Industry is closely linked with travel and tourism industries. India is experiencing huge footfalls as a favorite vacation destination of foreigners and Indians alike and the hotel industry is going into a tizzy working towards improving itself.

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India's aviation boom can benefit restaurants too

by Staff Reporter



Mumbai: The early 1990s saw India open its aviation sector to private players, mainly on domestic routes. Major players of those years included Jet Airways, ModiLuft- a joint venture between an Indian group of Germany's Lufthansa, East West Airlines funded by entrepreneurs from Kerala based in the Middle East, Sahara India Airways-operated by the Sahara group which is nowadays in news for all wrong reasons and Damania Airways, started by Mumbai-based Parsi entrepreneur, Parvez Damania.

Of these, only Jet Airways has survived the cut-throat competition, especially in airfares, while others have become defunct. Today, Jet Airways ranks as a premium player in Asia's and the world's passenger and airfreight carriers alongside GoAir, IndiGo, Vistara and Spice Jet, to name a few. Almost all private airlines of India now operate on domestic as well as international sectors, providing a stiff competition to their foreign counterparts. Fleets of these air carriers are modern and service is

excellent thanks to rising competition from India and abroad.

Despite the downfall of major players of 1990s, these air carriers paved way for Indian restaurants to showcase their specialties and various cuisines of India on board their aircraft, especially during flights during which lunch or dinner were served. Most of these now defunct carriers roped in Mumbai-based restaurants to offer free to its passengers a taste of India by hosting onboard, events such as the Goa-Portuguese Food Fest, Taste of Chettinad, Mughlai and Awadhi Delights, Ice Cream and Desserts Fair, among others. While the cost of the food was included in the price of the airline tickets to ensure that passengers do not pay extra for enjoying varied culinary experiences in-flight, restaurants participating in these events viewed these onboard food fests as an excellent avenue to promote their brands and cuisines.

Sadly though, this boom for both airlines and restaurants was short-lived as most

private 'charter' operators were grounded for issues ranging from high operating costs to scarcity of experienced cockpit and cabin crew, offering tickets at throwaway rates and restrictions enforced by the Union government and aviation authorities. Yet, with state-owned Air India and the erstwhile Indian Airlines and Alliance Air unable to meet the rising demand for airline seats in India due to the country's economic boom, Jet Airways- the sole survivor from 1990s set a trend for other private airlines to follow- which is reflected in today's aviation scenario of India. While operators in 1990s had limited fleet, today's private air carriers have fleets of over a hundred aircraft. And most of them have international operations.

What does this scenario augur for the Indian restaurateur? It offers them an excellent avenue to showcase their specialties to a discerning clientele and get free publicity through reviews in Indian and foreign publications that cater to air passengers, target foreign tourists as future potential clients on international routes.

However, the route to putting their brands and cuisines onboard flights can face some rough weather. Firstly, Mumbai-based restaurateurs who wish to host in-flight culinary festivals are required to get permissions from air carriers followed by a series of clearances from aviation safety and standards authorities and other regulatory agencies both in India and abroad. Despite, the returns that Indian restaurateurs can expect, should they manage to navigate through these administrative air pockets are far lucrative to be ignored. While in 1990s, individual restaurants and private airlines teamed up, about three decades later, lobby groups of Indian restaurateurs can effectively make representations to government agencies and airlines to offer such in-flight food festivals.

For those willing to invest time and effort into promoting their food onboard- the avenues of popularizing their brands and cuisines domestically and internationally are too lucrative to be ignored.

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Indian restaurateurs can benefit from India's cold storage and supply chain: experts

by S. Suchithra



India has over 131 cubic meters of cold storage space available for fruits, vegetables, meat, poultry and other unprocessed and processed food products, a recent study conducted by a US-based organization revealed. This capacity, said to be the largest in the world, will benefit Indian restaurants which will now be able to ensure a 365 days, uninterrupted supply of raw materials required for their kitchens.

According to a report released recently by the International Association of Refrigerated Warehouses (IARW), India ranks among the top countries witnessing a phenomenal growth in cold storage facilities.

What does this mean for the Indian restaurant industry, especially in metro cities like Mumbai? According to experts from the logistics industry specializing in cold chain supply, the phenomenal growth in the cold storage- capacity of India is a boon to restaurateurs in the country. "Currently, the Indian food industry is largely dependent upon daily supplies of vegetable and meat from bulk sellers who are located outside the periphery of any metropolis such as Mumbai. For example, Mumbai does not have any major agricultural or pastoral areas within a radius of 100- 150kms. Hence, Mumbai-hoteliere are forced to depend upon agro and meat products brought into the city to the Agricultural Produce Market Complex at Navi Mumbai from where it is delivered to them by agents," they pointed out.

Secondly, truckers in India go on frequent strikes on issues such as fuel price hikes, rendering restaurants prone to scarcities and shortages of raw materials for items on their menus. "With adequate cold storage facilities now available, restaurateurs can stockpile adequate supplies of seasonal produce and non-vegetarian products for their daily use at nearby refrigerated

warehouses and consume the stocks as per requirement," experts opined.

The recent ban on all forms of meat procured from cows, bullocks and buffalos will also render several cold storage facilities in and around Mumbai redundant. "These are suited for food storage and if proper deals are struck by Mumbai hoteliers, they can solve the perennial problem of raw material shortage across the entire spectrum of the restaurant industry in Mumbai since small and large operators will no longer be prone to vagaries of transporters. Larger operators can stockpile off-season produce and offer items prepared from these round-the-year," experts added.

Despite these facts, Mumbai restaurateurs might not benefit from the large, spare capacity of cold warehousing, experts warn. They pointed out, the restaurant and eatery business in Mumbai is largely scattered and consists of operators of all sizes and communities, each with diverse needs. "Those operating restaurants are also loosely organized. Restaurateurs will have to lobby for reasonable rates for cold warehouses and economical transport through a union or organization. Further, they will also have to ensure supplies from remote parts of the state are procured well in advance, by forecasting the anticipated demand to ensure they had adequate stocks stashed away for a month or two," they said.

But the benefits of procuring such cold storages are immense: It will help Mumbai restaurateurs to procure raw material at much lower rates by cutting off middlemen engaged in the supply chain from producer to the bulk buyer. This can buffer any incidental expenses incurred on cold warehousing while ensuring an uninterrupted business flow for restaurants," the noted.

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WITH TASTES FROM FAR EAST TO DINING IN MUMBAI TO WITNESS



Mumbai: Mumbai will shortly have over half a dozen new, themed, high-end restaurants offering residents and visitors to India's business hub with a wider dining choice and experience. These new entrants range from chic outlets offering a taste of the Caribbean, US and the Far East to reviving the tradition of Mumbai's "Irani" restaurants.

For starters, Soda Bottle Openerwala, is set to enter the Mumbai scene grandly post monsoon 2015. The restaurant will offer the ambience of a typical "Irani" restaurant with its custom made furniture, ceiling fans, counter and service crew dressed in attire typical to eateries hitherto run by the fast dwindling Zoroastrian community of Mumbai. The restaurant, a project of two New Delhi based entrepreneurs, will feature a menu offering traditional Parsi favorites including patties, rich omelets and other egg-based dishes, mince with 'pav' (bread), Mutton Dhansak- the all time favorite and host of veggie and non-vegetarian dishes. The proposed location of the Soda Water Bottle Opener Wala is said to be South Mumbai and details will be released shortly.

Also on cards is another Parsi restaurant, this time, owned and operated by a well known personality from the Zoroastrian community of India- Kainaz Contractor. A resident of Mumbai, Kainaz is reputed as a chronicler of the Parsi community which features greats such as Tata and Godrej. She was also a prominent food critique who opened her first venture, Rustom's Parsi Bhonu in New Delhi. What distinguishes Rustom's is, the restaurant will serve the renowned Parsi Bhoni or a complete meal served on plantain leaf, which has been virtually extinct from Mumbai since the last few years. Other Parsi delicacies that will be on offer include



THE CARIBBEAN, A BOOM IN 2015

by S. Suchithra



Lagan No Custard, Pilau Ghosht (Iranian-style mutton pulao) prawns with tomato-based gravy served with rice and typical Parsi lentil broth and an assortment of other dishes common to Parsi fine dining and a wide range of non-alcoholic beverages.

Restaurants featuring foreign cuisines will get a boost with the entry of Eat Thai, a posh restaurant located in the Bandra (West)-the Queen of Suburbs in Mumbai. With the boom in Indian economy and more travelers visiting Thailand, cuisine from this South East Asian nation has become popular. Eat Thai intends to cash in on this popularity with its offerings of ethnic Thai seafood dishes, exotic salads and curries with Thailand's famous fragrant Jasmine rice. In addition, Eat Thai will also offer a variety of esoteric beverages from the Land of Smiles such as chilled or hot herbal teas and fruit-based drinks made from fresh produce imported from Thailand on a regular basis.

Also in fray to offer tastes and flavors of the Far East is the Fatty Bao. This restaurant, once opened, will feature a wide range of East Asian dishes, particularly from Japan and South Korea. The Fatty Bao will serve Japanese drinks such as Sake, the famed rice wine from the Land of the Rising Sun, spicy Kimchi sauce based meat dishes from South Korea, BBQs such as satays cooked in traditional East Asian style and other palate tingling dishes.

The taste of the Caribbean will come alive at the Cuban themed restaurant, Havana which will open at Colaba in South Mumbai. Cuban cuisine is a fusion of Spanish and Caribbean flavors and the island nation has a rich culinary culture of dishes based on seafood and red meat. Whether the restaurant will offer the renowned Havana cigars and Caribbean rum remains to be decided, based on local licensing rules, the new joint is expected to become an instant hit among connoisseurs since it will offer a hitherto undiscovered taste to tickle the palates of Mumbaikars.

Also headed for Mumbai are India-born chef of Goan origin, Floyd Cardoz, who plans to open his restaurant named The Bombay Canteen. The new restaurant is expected to feature a menu that caters to the "Phoren" tastes of Mumbaikars with Indian dishes cooked in western style. Cardoz already has successful ventures in the US and riding on wave of his popularity, he is expected to make a huge debut on the Mumbai fine dining scene.



Slated for opening in the second quarter of year 2015 is the popular pub, Social, which mainly caters to youth and fun lovers. Social intends to make its footfall felt in Mumbai with pubs slated to open in upscale suburbs including Bandra (West) and Andheri (West) and South Mumbai locations that include the Dadar-Parel region. Other than typical pub fare, Social will feature a wide menu to cater to tastes that suit every ethnic community in Mumbai.

Entrepreneur Zorawar Kalra will enter Mumbai with his brand, the Farzi Café, a modern bistro aimed at catering to the fancier tastes of residents of the city. Farzi Café is renowned for its fusion cuisine and cocktails. It will also feature daily live performances by a music band, either from India or abroad.

Philippines on the fast track,



Manila: India has a huge urban population, estimated at nearly 50 Crore persons, a bulk of them living above poverty line and holding well paid jobs. In comparison, the tiny, Far Eastern country, Philippines, has a mere 5 Crore of its citizens living in major cities. India is known as one of the fastest growing economies of the world, especially in Asia and the country is a global player in every sphere- from space research to politics and military. The Philippines, on the other hand, has no such major achievements to boast and is termed by the United Nations as the 'Most Disaster Prone Country' of the world, though it is creditable that the nation is Asia's first democracy.

But sadly, all these dynamics change when fast food is concerned: The Philippines has two major global brands who are engaged in a fierce competition with US and Europe based multi-national chains including McDonald's while India, shamefully, has none. The two Manila-based fast food chains that have made it successfully across the world include Jollibee Food Corporation (JFC) and Chowking Orient Restaurants.

Jollibee, like most large corporations, began as a small ice-cream parlor in Manila and was founded by a Filipino

entrepreneur, Tony Tan, who operated this small business with his family, in mid 1980s. Today, JFC has nearly 800 outlets in the Philippines, about one-tenth of them abroad, in locations such as South East Asia, Middle East, Europe and the US. In addition, the company, a few years ago, won the prestigious Employer of the Year Award from the Personnel Management Association of the Philippines, Best Employer in the Philippines Award from Hewitt Associated and a Top 20 Employer in Asia citation from the Asian Wall Street Journal- thanks to its customer and employee centric policies and service. Globally, JFC is considered as one of the fast growing Quick Service Restaurant (QSR) player.

The reason for Jollibee's success cannot be summarized easily: JFC, since its inception has invested heavily in developing human resources, regularly introduced new products- which include hamburger sandwiches, fried chicken and other fast food favorites, its own versions of sauces and ketchups and above all, a customer-centric approach. Today, Jollibee is looking at expanding its footprint in more and more countries- thank its leadership which has realized that franchising is the only way to grow and make a mark internationally. Prices at Jollibee are in several cases, lesser than those charged by US-based QSR

India misses the QSR bus



by G. Subramanian

giants and its advertising budget is a fraction of what their American counterparts spend on wooing clients.

Close behind is another global major from the Philippines- Chowking. As the name suggests, Chowking specializes in ethnic Chinese food, cooked and served to suit international tastes. This chain also began operations in 1985 from Manila, the capital and financial hub of the Philippines, with a small eatery that catered mainly to the Chinese- Filipino community. As the popularity of Chowking as a QSR restaurant offering excellent food at very economical rates grew, its client base began to surge exponentially. What started as a eatery was soon on its way to become a national brand of the Philippines.

Recognizing the demands for QSR restaurants at budget rates, Chowking Orient Restaurant began expanding its network within the Philippines with chicken, fish, pork and meat based dishes served with rice and side dishes that closely resemble those from mainland China. Just about 20 years into operation, Chowking had become a household name in the Philippines and the brand was also recognized internationally. In 2003, Chowking made its first landfall internationally by franchising its first outlet abroad- in

Muscat, Oman. Today, the company has close to 30 outlets in the Middle East- primarily in the UAE and Oman with plans to expand into Qatar, Bahrain and Kuwait as well as the US.

Both Jollibee and Chowking have one factor in common: They also operate out of kiosks and at food courts at malls other than having stand-alone restaurants in these countries. Both have maintained consistent quality and have ensured their products meet and exceed international standards- especially the strict rules and regulations that govern the food industry in the Middle East.

For Indian restaurateurs, Jollibee and Chowking's success stories hold several vital lessons ranging from consistency in quality, development of human resources, the willingness to risk investing abroad and leadership with a vision. The expatriate Indian community abroad far outnumbers those from the Philippines. Indian food, on any given day, ranks as one of the topmost cuisines of the world. Yet, these factors apparently have not spurred any small Indian brand to make daring forays into foreign territories, unlike their Filipino counterparts, whose achievements are indeed commendable.



Ola Taxi enters India's multi-million dollar doorstep delivery fast food business

by G. Subramanian

Mumbai: Riding on the runaway success of its taxi service, Ola has now entered the home delivery food service industry in Mumbai. Titled Ola Café, the take-away fast food chain has opened outlets at eight locations six locations in Mumbai suburbs including Andheri (West), Bandra (West), Borivali (West), Powai Complex, Santa Cruz (West) and Juhu-Vile Parle, two facilities in south Mumbai- Nariman Point and Lower Parel and in Navi Mumbai, at Vashi.

The company had earlier conducted a survey based on demographics and demand for fast food, prior to opening these outlets. The suburban locations were opened to primarily cater to college students and the affluent class of Mumbaikars while the two restaurants in South Mumbai target office-goers. The presence at Vashi, Navi Mumbai was opened to meet the growing demand for mid to high segment food service mushrooming in what has become the second financial capital of the megapolis.

Currently Ola Café is catering to the high demand for doorstep delivery of lunch, tea and light snacks and dinner services while plans are afoot to include a breakfast and round-the-clock menus to tap the huge market of call center employees. The company has ensured, food served meets applicable specifications prescribed under the Food Safety and Standards Act of India (FSSAI). Priced reasonably, orders placed at Ola Café are usually delivered within 15 to 20 minutes.

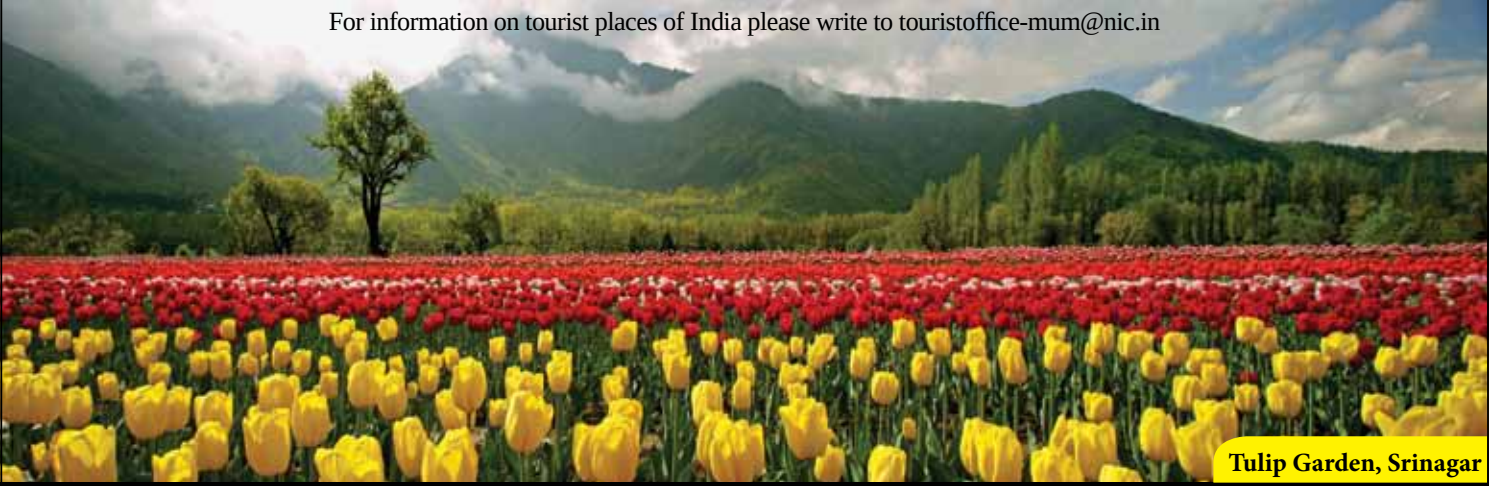
Ola Taxi had recently tied up with Freecharge- a mobile phone application that allows users to recharge their prepaid accounts. Mobile users who recharge worth Rs.50 or more are

offered a free voucher for a cab ride worth Rs.250. Encouraged by the success of this promo, which was promoted during the ICC Cricket World Cup 2015 tournament Ola Café has launched its own app, OLA. Customers can place their orders via their smart-phone or laptops that support the software. Payments for the food can be made via the Ola Money app or upon delivery. The company has assured, food delivered will be in containers that will retain its freshness. Currently, the doorstep delivery service is limited to a radius of around 3km from the nearest café but plans to expand the ring are afoot.

Ola Café intends to expand its network in and around Mumbai during the fiscal year 2015-16, thanks to the survey which indicated that online fast food ordering in Indian metros has grown by a whopping 50 percent during the fiscal 2014-15. Ola has also targeted other Indian cities including New Delhi and the National Capital Region, Bengaluru and Hyderabad and plans expansion into other high-demand locations such as Pune and Ahmedabad, among others, according to company sources. Menus are customized to meet local cuisines and tastes.

This is the first time in India that any privately owned transport provider is offering a food service with doorstep. The only other organization that successfully operates a food business is the Indian Railways- which offers economically priced packed meals at major railway stations, on board trains licensed franchisees. As Ola Taxis gets permits to operate in more cities of India, the company will expand its food business too.

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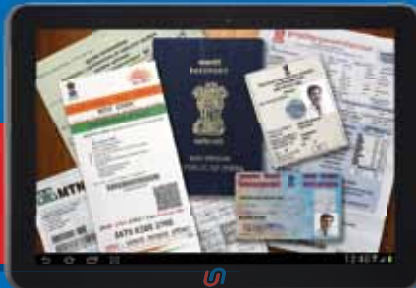
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Introducing
**500gm
Pack**



Agarwal Bulkactives Pvt. Ltd.

Marketing Dept.

A-1/A-2, Gr. Floor, Gurudutt CHS Ltd,

Om Nagar, Andheri East, Mumbai-400059, Maharashtra, India

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F: +(91)-(22)-28390715 foodguard@ganeshgroup.com

Bright & Brown

Coffee available in these formats

Special offer
20% OFF
for AHAR members.
For sample please call us on
9930006653



Raw Coffee



Roasted coffee



Powder coffee



Coffee Powder available in packet size 250gms, 500gms 1 kg

Also we provide tailor made blend of mixed coffee according to taste.



Order accepted on phone and door step delivery.

1 Kg roasted coffee seed pack for vending machine available

