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‘We aim to premiumise the strong beer segment in the country’

Asmita Mukherjee | Hyderabad

According to a report, the India beer market stood at a value of nearly INR 371 billion in 2020. The industry is further expected to reach approximately INR 662 billion by 2026, exhibiting an estimated CAGR of about 9.2% during 2022-2027. Abhinav Jindal, CEO, and Founder of Kimaya Himalayan Beverages is on the path to capturing this burgeoning Indian beer market with new offerings. Building upon this strategy, his brand has recently launched a new product – BeeYoung, which is also India’s first crafted strong beer.

Speaking about the unique offering, Jindal said, “We were the pioneers in introducing a 500ml bottle pack size in India, to make beer lovers aware of the adequate quantity to be shared and consumed at the right temperature (a 500ml bottle does not lose the temperature halfway through). We aim to premiumise the strong beer segment in the country by introducing a craft product in the strong beer segment. Our latest offering BeeYoung is India’s First Crafted Strong Beer.”



Abhinav Jindal

Jindal said that as a brand they aim to offer products that are unique in terms of taste, concept, and audience perception. “It is an affable product with honest pricing which is creating a niche for itself in the market. The crisp and citrusy taste notes with invigorating flavors set BeeYoung apart. It perfectly complements a celebration or any vibrant, energetic, and adventurous milieu,” he added.

While the Indian beer market is growing in numbers, companies offering beer are mushrooming across the country. To beat the competition, Jindal said that the brand is focusing on its distribution network to make the brand available across the country. “Given

the current growth rate of the beer market in India, we are seizing the opportunity by strengthening our distribution network to generate greater revenue. We are working towards expanding to newer territories, capitalizing on the existing audience and the likability of our current offering, BeeYoung. This opportunity has also seen various marketing tie-ups/avenues exclusively curated for beer brands, through which we are getting the chance to acquire a newer audience as well,” he said.

Informing about the product pipeline Jindal said, “We would be launching a new variant in the craft beer segment, which we shall disclose soon.”

The brand is optimistic to sell a million cases at a minimum for this year. Jindal shared their growth plans by adding, “Kimaya’s growth for FY 21-22 over FY20-21 has been 30%. Given that we’ve for the first time got a full beer season, we expect this year’s growth at about 50% or more. Also this year we’ll be doing at least a million cases if not more.” ■

asmita.mukherjee@saffronsynergies.in

‘We are planning to raise around INR 25 cr within 8-10 months’

Q Kindly brief us about your business model.

Our business model is a multi-cuisine, multi-brand cloud kitchen where we have multiple brands that operate from a single kitchen on numerous platforms like Zomato and Swiggy.

cuisines under our umbrella, ranging from pizza brands, sandwich brands, dessert brands, waffle brands, pancake brands, and brownie & cookie brands. Along with these offerings, we also have two North Indian brands, two Chinese brands, a South Indian brand, two Biryani brands, and a Momo brand.

Q Hustlers Hospitality claims to bring unprofitable restaurants to profit. What is the formula behind this?

We partner with unprofitable restaurants that have already invested in setting up their entire kitchen and hiring staff. So, if an unprofitable restaurant has the kitchen equipment and staff, we use the infrastructure and train them to lead a couple of cloud kitchen brands which are delivery-only brands and operate only on Zomato and Swiggy from their restaurant. So that the restaurant remains functional and they have two points of business - the restaurant that they were running and along with that an experience to run cloud kitchen brands that operate solely on Zomato and Swiggy.

Q Are you planning to open a physical restaurant anytime soon?

We are planning to open a physical restaurant very soon, perhaps by early 2023. Under Hustlers Hospitality, we plan to have an Indian cuisine brand and a QSR which will be focused on fried chicken as a product.

Q What challenges do you foresee in the cloud kitchen business?

The standard operating procedure is the biggest challenge for cloud kitchens. Marketing is another challenge in terms of trust-building because these brands are only available online.

Q What is the minimum amount that a food entrepreneur has to invest to be associated with Hustlers?

To tie up with Hustlers Hospitality and enjoy its unmatched services and unlimited benefits, the minimum investment that a food entrepreneur has to do is around INR 3-5 lacs.

Q What is the next funding round that you are looking at?

For funding, we are in talks with several investment firms where we are planning to raise around INR 25 cr in 8-10 months. ■

asmita.mukherjee@saffronsynergies.in



Asset Light Food Tech start-up Hustlers Hospitality offers profitable cloud kitchens & QSR brands. They have a strong presence with cloud kitchen operations across Mumbai, Pune, Bangalore, Delhi, Hyderabad, Surat, Ahmedabad, Ludhiana, Chandigarh, Patna, and Darbhanga. Founded in 2020, Hustlers is now planning to launch a restaurant under the brand. In a conversation with Asmita Mukherjee, Krunal Oza, Founder & CEO of Hustlers Hospitality shared his future plans for the brand.

This is our main business model, where we create a successful kitchen in one location and then franchise the business to others. We also partner with existing restaurants as a growth hack model, so that they get incremental sales.

Q What products and offerings does Hustlers Hospitality already have under its umbrella?

We have multiple brands offering different

Nishant Sinha: Brewing Success

Nishant Sinha, a graduate of the Institute of Hotel Management (Jodhpur) had a lofty dream of putting Indian coffee on the global map, which manifested in the form of Roastery Coffee House (RCH) in 2017. Since then, his brand has been growing by leaps and bounds owing to the adulation received from his patrons. The brand recently celebrated its 5th anniversary and plans to open two new outlets each and every year for the next 5 years in tier-II and tier-III cities to be the torchbearers of the niche coffee market. Now, in 2022, within a span of 5 years, the brand boasts a presence across 5 different locations in the country successfully architected by Sinha. He grew his coffee knowledge by working in the coffee industry for several years before starting the brand. Sinha also has a deep focus on creating a sustainable business by sourcing coffee directly from the farmers and estates. **Asmita Mukherjee** spoke with Sinha to know more about his plans for RCH



Q How is Lone Wolf planning to stand out in the crowded beer market in India?

We aim to offer a premium quality beer at the most affordable price. We use high-quality ingredients such as German Hops, Imported Barley Malts, and very low enzymes to brew one of the smoothest strong beers available in the market. Our Mild Lager is a full malt beer with a distinct earthy aroma! These will surely provide a very different beer experience to our consumers.

Strong beer is very often perceived as cheap beer. We want to challenge this perception and are committed to bringing a premium drinking experience whether it is Strong or Mild.

Q Kindly brief us about the product lines and price points.

We have launched two variants now. We have a Lone Wolf Strong which is a high ABV beer with low bitterness and is extremely smooth.

Unlike most other strong beers, this one “goes down easy”! Our second variant is the Lone Wolf Mild Lager. This is a full malt, light and crisp beer with a distinct earthy aroma. The all-day lager is appropriate to accompany with brunch or afternoon sessions. Our beers are distinctly low on enzymes or additives, which makes them one of the most naturally flavoured beers. Our Lone Wolf Strong is available in 650 ml & 500 ml while our Lone Wolf Mild Lager is available in 650 ml, 500 ml & 330 ml. Since there is a difference in excise policies of various states the price ranges between INR 110 to INR 180 for the 500 ml & 650ml packaging sizes respectively. Our 330 ml pint is priced at INR 90 in Delhi.

We will be adding a wheat beer to our offering in the coming quarters. We are also planning to launch LABs and RTDs which currently occupy a very exciting space in the Alco-Bev industry.

Q Since alcoholic beverages have restrictions in advertising, how do you plan to introduce and promote the beverage?

We use the available social media platforms to promote our brand. Slowly but surely, we are increasing our engagement with the consumers and letting them know about us, our products, and our availability. Further, we are collaborating with various music & beer festivals, and gigs to make the consumer taste our beer. We are confident that post the tastings consumers will definitely appreciate what we have to offer.

Q Kindly elaborate on how you have managed to promote Lone Wolf in the massive beer crisis that Delhi faced recently?

The last couple of years has been really tough

for the beer market. But this year, the sales are going through the roof! We believe that’s due to the increasing acceptance of beer as a party and community beverage. Such a beer crisis only presents an opportunity for new brands like us to get shelf space. We are confident that our products and repeat demand will help us retain, consolidate and increase the shelf space further.

Q Where is your plant located?

We have a tie-up with a brewery in Punjab wherein we currently do our production. We will be expanding our tie-up for next year as we expect the brand to create a niche and have a much larger demand in the next season.

Q What are your plans for expansion and investment? Who are the current investors of Lone Wolf?

We are new entrants to the industry and hence we are taking it slow. Our present focus is hence on increasing our sales and distribution footprint across the North India market. Currently, we are operating only in Delhi & Haryana. Chandigarh & Punjab will start next month. Post that we will be looking to expand into UP & Himachal. Currently, we are a boot-strapped and self-funded company.

Q Do you have any plans to open new plants in other areas apart from the northern region?

Our focus right now is on the North Indian markets only and we want to increase our penetration there before looking elsewhere. We have aspirations to be a pan India brand but we are approaching it as a marathon & not a sprint. Slowly but surely! ■

asmita.mukherjee@saffronsynergies.in

'F&B businesses need to prioritise customer hygiene concerns and develop more agile operating processes'

Amit Ganpuley, Food and Beverage Manager of Hotel Sahara Star believes that fresh, light and healthy foods are the new elements of the F&B industry for the next decade. **Asmita Mukherjee** met Ganpuley recently to know his future plans for the award-winning F&B offerings of the hotel brand.

Q Could you please tell us more about your restaurants, how many brands you have and what are their specialties?

Sahara Star boasts of 5 food & beverage brands such as The Earth Plate, Namak, East Asian Spice Trail, Mabruk, and Ocean-Private dining room.

The Earth plate is the global cuisine restaurant that includes a selection of Italian, Mediterranean, French, Tex-Mex and Far-Eastern delicacies along with Indian regional

the culture of Asia. Its live stations and teppanyaki grills recreate the splendour of Asian cuisine.

MABRUK, an award winning restaurant for the "Best Lebanese Restaurant" by Times Food Guide, offers rich Lebanese culture with soulful Mediterranean sounds and mouth-watering cuisine conjured by Chef Jihad.

The Ocean PDR (Private Dining Room) is a unique space covered by our exceptional marine aquarium on three sides. The PDR is ideal for board meetings, private soirees and special celebrations. Exclusive in every manner, the PDR features customised menus, elegant table settings and special service.

Q How would you go about designing a new menu for the business?

According to me, the first step in creating a restaurant menu is taking into consideration the concept of the restaurant.

Once the restaurant knows where to focus its menu, it becomes easy to put different dishes into sections on the menu. While it comes to pricing, a restaurant menu can be tricky. Prices can't be too high, but it also can't be so low as to put the restaurant out of business.

Once all the planning is complete, it's time to create the restaurant's menu. This is where the process of carefully and deliberately designing a menu for maximum profitability comes ahead.

Q What do you expect to be the 'new normal' in the F&B business?

To survive the 'new normal,' food and beverage businesses have no choice but to rethink and redesign the way they run their businesses. As they plan for the future, F&B businesses will need to prioritise customer hygiene concerns and develop more agile operating processes so that they can quickly adapt and budget for possible new constraints. The QR code scanner can be placed on each table for contactless menu and ordering rather

than a physical menu card as the dependency on the tech has increased. There is only one certain thing, that there is no going back to the "old normal". Only those who can recognize the opportunities created by these challenges create and can adapt and move forward, will survive this.

Q What cost-reducing methods have you found to be useful in the 'new normal'?

One among some of the cost reductive methods that have really worked for us, is minimising the food wastage. For buffets, we have adapted and learned to layout smaller portions and replenish as we consume so that food wastage is reduced by over 30%.

Another method which we adopted in the new normal is adapting to superior quality disposable linen, this resulted in 60% savings in linen procurement & washing costs. Also, the disposable linen stands in line with the New Normal Superior Hygiene Standards.

Also, by going the 'E Way'; which is online menus and payment via online methods, we have drastically reduced our stationary costs of One Time Only Usable Guest Stationary, which has also helped us to increase our green contribution by reducing the use of paper.

Q Kindly let us know your targets and strategies for FY 2022-23

Our main target is to surpass the business levels of 2019 (pre-covid levels). Also, we have started giving importance to online visibility. This increased visibility has now helped us to reach our brands to a larger guest segment; even crossing city and country boundaries. Our 5 in-house restaurants are now ranked among the top 10 in Mumbai city.

Q Kindly let us know about your upcoming projects.

We plan to introduce two new products. One is Nutri Café and the other one is Art on Plate.

We will be soon launching our body-mind-wellness project Nutri Cafe. Nutri Café will be complementing our wellness projects of a new gym, salon and spa. The Nutri Café will have food and beverage offerings which are following the current health advisories and market trends.

Art on Plate will be an exemplary culinary masterpiece of food, curated and designed by our talented chefs. We will be showcasing the high-class quality of a specially designed menu paired with world-class wines and cocktails in a new adorned outlet. ■

asmita.mukherjee@saffronsynergies.in



favourites. It is one of the largest all-day dining restaurants in the city, where one can watch live the culinary maestros at work in the show kitchen while enjoying delicacies from around the world.

Namak, Sahara Star's Indian speciality restaurant truly reflects the spirit of progressive India. It creates a truly fulfilling experience for you and your family through unmatched Awadhi and Hyderabadi flavours for lunch and dinner.

East Asian Spice Trail, abbreviated as EAST offers aficionados a rich experience of Pan Asian cuisine in an ambience resembling

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Hospitality BIZ

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EDITOR-IN-CHIEF & CEO

Sheldon Santwan

ASSISTANT EDITOR

Prasenjit Chakraborty

+91 9819263364

prasenjit.chakraborty@saffronsynergies.in

EDITORIAL TEAM

Mumbai

CHIEF SUB-EDITOR

Disha Shah Ghosh

disha.shah@saffronsynergies.in

Hyderabad

SR.REPORTER

Asmita Mukherjee

asmita.mukherjee@saffronsynergies.in

CONTRIBUTORS

Anurag Yadav (Delhi)

Nivesh Bhagtani (Delhi)

Marcellus Baptista (Mumbai)

Bhisham Mansukhani (Mumbai)

Dominic CostaBir (Mumbai)

MARKETING TEAM

Mumbai

HEAD - SALES & MARKETING

Ajay Wadode: +91 8087127814

ajay.wadode@saffronsynergies.in

MANAGER

Pooja Nalawade : +91 97690 52241

+91 78208 73901

pooja.nalawade@saffronsynergies.in

COORDINATION, SUBSCRIPTION & DATABASE

Gauri Sawant: +91 8369080796

gauri.sawant@saffronsynergies.in

*Responsible for selection of news under the PRB Act



Saffron Synergies

MUMBAI

Sterling House, 5/7 Sorabji Santuk Lane,
Opp. Dr. Cawasji Hormasji Street, Dhobi Talao,
Marine Lines (E), Mumbai 400 002

Tel: 91-022-6101 1700 / 701 Fax: 91-022-6712 1854

DON'T LET PINK SEE RED

Bigger initiatives for gay-friendly tourism businesses should come from the industry before others hijack it.

Tourism is springing back and as bookings pile up, yesterday's woes are smothered with amnesia. Some earlier decisions are also buried under it.

Before lockdowns happened there was a rising buzz regarding efforts of the politically and economically right travel industry in India that welcomed travellers of alternate sexuality without arched eyebrows. There are sufficient reasons for plain business that call for it.

Before the pandemic, the LGBTQ travel market was worth more than \$218 billion worldwide. Of that India's share was not even a minuscule fraction.

A few years earlier, the industry was upbeat about creating the right atmosphere yet in the larger context, one can still see a hesitation that stalls the effort.

Now a recent survey by Business Travel Show Europe reveals that almost two-thirds of travel programmes even in the so-called progressive West do not provide special consideration for this segment of travellers. The situation in India can hardly be any better.

It is time to be more open with the community. The LGTB traveller needs assurance for the same parameters as any other traveller - safety, respect and no needless intrusions.

Once activists with a political axe to grind step in, they tend to feed ideological polarization, rather than unwind it. The travel industry as it is, especially hotels, have to walk on eggshells to carry all levels of understanding alongside to build better future business prospects.

This 'outreach' to the gay traveller by the Indian hospitality industry is necessary since it often becomes easy to slip into complacency with the usual rising bookings. Forget the lofty ideals of inclusivity, by missing out on the pink dollars (or rupees, if you please) a major source of the business itself is being ignored.

Sometime back an online petition insisting on a prominent restaurant discovery and delivery platform to influence restaurants to be more visibly welcoming to the LGTB community was a success of sorts.

The point here is that it is for the industry to proactively take such steps rather than wait for some screechy political eager-beavers to milk the situation and make a mess of it.



Anurag Yadav
Industry Expert

Anurag Yadav is a travel author and columnist, writing on hospitality and design. An avid traveller, he has published five books and divides his time equally between Delhi and London.

The views expressed in the column are of the author, and may or may not be endorsed by the publication.

BRANCH OFFICES

NEW DELHI

C/o Economic Research
India Ltd
D-100, 1st Floor,
Okhla Industrial Area
Phase - 1, New Delhi -
110020
Tel: 91-011-
26810964/65/66
Fax: 91-011-26810968

BANGALORE

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Tel.: 91-484-404 9871
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CHENNAI

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Bathari Road,
Office No. 204,
Prince Center, 2nd Flr.,
Chennai - 600006.
Tel.: 91-44-2855800
Fax: 91-44-28552497

GOA

402, Fourth Floor,
Central Towers, Near Sai
Mandir, Boca-da-Vaca
Road, Panjim - 403001
Cell: +91-9822100020
Harshad Bhonle
Head - Goa
+91-8999047490
harshadrhonle@gmail.com

HYDERABAD

Saffron Media 302 Dega
Towers, Rajbhavan Road,
Somajiguda,
Hyderabad: 500 082
Tel : 040-66103103

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'We have a robust pipeline & are confident to achieve our goal of having 20 resorts by 2023 end'

Espire Hospitality Group is unique in the sense that it's both hotel operator and owner, known for its heritage property 'Six Senses Fort Barwara' in Ranthambore. The group is aggressively planning for expansion and is all set to expand its footprint in more than 12 new locations by 2023. It follows an asset-light model and is on the verge of announcing its newest brand 'ZANA - Luxury Escapes'. **Asmita Mukherjee** spoke with **Sushil Amlani, Head of Business Development, Espire Hospitality Group** to understand his plans for the year and ahead.



Q Kindly brief us about your portfolio.

Espire Hospitality Group has a diverse and unique portfolio. We are not only the owners but also hotel operators. We own the renowned luxury resort, the 14th-century fort that has been sensitively preserved and transformed into an all-suite sanctuary of

brand 'ZANA - Luxury Escapes'.

Q What is the business model followed by Espire?

While we own a few properties including those at Bhimtal and Jim Corbett, our immediate expansion plan is based on an asset-light model with management contracts and on lease, with a revenue share model.

Q What number of properties are owned by the group and how many properties are run by the brand? (Kindly elaborate)

At present, we have 5 operational properties across brands, out of which 3 are owned by us. Besides this, our two owned properties in Kosi and Mussoorie are under renovation. We have a robust pipeline and are confident of achieving our goal of having 20 resorts by the end of 2023.

Q What are the new products that you are planning to launch?

We are soon launching our new brand 'ZANA - Luxury Escapes'. It is a distinctive luxury experience that will set it apart from the other brands which have developed in this space, in the last few years. It is an extremely unique boutique luxury brand, offering an escape from the ordinary into a world of indulgence and exclusivity. We have already signed two resorts and our maiden resort under this brand, 'ZANA Lake Resort, Udaipur' on the Udai Sagar Lake is opening in September.

Q Kindly let us know about the investment and expansion plans of the group.

We are heading towards a new journey, with big expansion plans, revamping of existing resorts, and a slightly different business strategy of having an asset-light model, considering expansion via hotel management contracts, revenue share leases, as well as franchise tie-ups.

At present we are not building our own hotels but are renovating all our existing owned resorts, which are being funded internally through in-house capital.

Q What are your goals for 2022-2023 and how do you plan to reach your target?

We are a swiftly growing company and we plan to have 20 hotels and resorts across brands in our portfolio by 2023. We have already inked properties in Goa, Dehradun, Mussoorie, Udaipur, Raipur and Ranthambore. We are also in active discussions with a few like-minded hotel owners in Mathura, Dharamshala, Varanasi, Sariska, and Pushkar.

Q Which geo-locations are you targeting to penetrate?

In our current phase of growth, we are specifically targeting leisure markets and our resorts are already coming up in Goa, Udaipur, Mussoorie and Ranthambore. Since our focus is on creating experiential stays, our key target locations are prominent and upcoming hill stations, tiger reserves, national parks, as well as beach, lake and riverfront properties. In the future, we will also consider opening up in pilgrimage locations across India. ■

asmita.mukherjee@saffronsynergies.in



well-being, 'Six Senses Fort Barwara' in Ranthambore. We also own and operate an upscale resort chain 'Country Inn Hotels and Resorts'. The brand is well established in locations like Bhimtal, Jim Corbett and Amritsar, and is all set to expand its footprint in more than 12 other locations by 2023, including Goa, Dehradun, Mussoorie, and Raipur.

We are now entering the luxury boutique resort market, with our newest

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Teja Chekuri: Transforming the Indian F&B scene

Asmita Mukherjee | Hyderabad

Teja Chekuri started his career in the US IT industry as a database administrator and likes to call himself an F&B entrepreneur by chance. Chekuri who is the Managing Partner at Ironhill India and holds several board level positions in different companies debuted in the F&B industry with his first venture Prost in Bengaluru in the year 2012 and then launched Ironhill India in 2018. After that, he never looked back. He has had considerable success in the US F&B industry where he introduced the South Indian restaurant - Godavari which has 26 outlets at the moment, in addition to the recently started Madras Dosa Company - a QSR and Vaanga – a fusion Indian restaurant in SeaPort Boston. Closer home, Chekuri has recently introduced Ishtaa - a vegetarian restaurant in Hyderabad, and United Telugu Kitchens (UTK) in Vijayawada; he has plans to expand UTK in Bengaluru and Hyderabad.

Chekuri's vision is to keep bringing new concepts of food and brews to food lovers everywhere. With Ironhill, he is now focusing on India to create a fabulous concept where patrons can enjoy authentic varieties of craft beer served with good food in a great ambiance. Ironhill India has two sub-brands under its umbrella - Ironhill Brewery, and the Ironhill Café. The brewery serves freshly brewed alcohol to be paired with 240 offerings from the food menu and it has an established presence across 6 cities of India - Bengaluru, Hyderabad, Vijayawada, Nellore, Visakhapatnam, and Rajahmundry. Ironhill Café has 2 outlets in Hyderabad and offers great coffees to be paired with pizza, pasta, sandwiches and burgers, Chekuri informed.

Ironhill India holds the record of being the world's largest microbrewery spread across an area of 1.3 lakh sq. ft. in Bengaluru, which can accommodate over 2,000 people at a time. The brand which works in a FOFO model is planning to open 2 more outlets in Bengaluru by the first half of 2023. Chekuri also added that the brand is currently in the process of exploring expansion options in Rajasthan and Pune. "The idea is to explore the cities which are comparatively new, in terms of microbrewery market and discover the opportunity to be the first mover in these cities. In Hyderabad and Bengaluru where the brand has a good presence, there is no competitive microbrewery close to us. We also have 2 in-house architects to maintain the design uniformity across the microbreweries."

Chekuri informed that Ironhill India is planning to open a separate beer manufacturing plant under the Ironhill brand to cater to the canned beer segment. The beer manufacturing unit will produce world-class quality craft beers which will be offered in cans. While elaborating on the plans, he said, "We are in the process of finalising the project

site either in Bengaluru or in Goa and the recce is ongoing. The process of excise and other formalities are time taking so we are slowly undergoing all the processes. We have started the basic groundwork and processing of the project report and planning such as the price, sales quantity, sales strategy, estimations, consumption levels, and cost which will take around 2 months to get ready. As per my estimations, we should launch the beer brand by the end of 2023. Our plan is to treat the manufacturing unit as a separate corporate company, under the Ironhill Brand as the brand is already quite famous and has a strong presence in Bengaluru, Hyderabad, Vijayawada, Nellore, Visakhapatnam, and Rajahmundry. So this will give us impetus while launching the beer brand." He also informed that he is planning to infuse INR 50 cr in the initial stages of the beer manufacturing plant project and in the later part they might go for funding.

Commenting on financials, Chekuri shared, "The Ironhill Brand is doing business of INR 150 cr and our target for this financial year is to reach INR 200 cr. We also have our 5 years roadmap ready for the brand and our goal is to reach INR 750 cr along with 20 outlets during the timeline." He stated that the brand has plans to expand in South-East Asian countries such as Sri Lanka, Nepal, Malaysia, Indonesia etc.

Chekuri added that they are planning to introduce a brew school and brew tours at the Ironhill outlets on weekends to make the whole experience more interactive for the customers.

Another of Chekuri's crown jewels is his brand – Prost, which was his first venture. "The brand Prost's offerings are totally different from other ventures." He explained that his vision for Prost was a niche brewery where people don't have to touch food with their hands. The brand offers a unique concept called Prost Exclusive, which is membership-based and is targeted at HNIs, businessmen, corporates and individuals whose net worth is above INR 100 cr. The service of Prost Exclusive is world class and it uses personalised cutlery and alcohol bottles which are engraved with the patron's name. "We have also tied up with several luxury brands such as – Louis Vuitton, Burberry, Hermes and Mercedes. Prost Exclusive already has 45 members and the annual membership costs INR 5 lakhs per year.

The 2nd floor of Prost is introduced as the 80 seaters Prost Exclusive, which is reserved exclusively for members," shared Chekuri.

As a firm believer in the Blue Ocean Strategy of finding new market space and creating new demand, Chekuri is always fascinated to explore and offer new categories to his patrons. In line with this thought, he informed that he is planning to launch three new brands by the end of this year. "Purple Potato in Hyderabad and Bengaluru – a modern Indian restaurant for which the menu will be designed by a Singapore-based Michelin Star Chef, Panjio in Bengaluru – a rooftop lounge which will be more focused on music apart from food and Asie in Hyderabad – a pan Asian cuisine restaurant," Chekuri concluded. ■

asmita.mukherjee@saffronsynergies.in



Teja Chekuri

Sustainability: A Top Priority

Climate change is a global issue that is affecting communities and businesses all over the world. As per a research carried out by Sustainable Hospitality Alliance, the hotel industry needs to reduce its carbon emissions by 66 per cent per room by 2030, and by 90 per cent per room by 2050 to ensure that the growth forecast for the industry does not lead to a corresponding increase in carbon emissions. **Asmita Mukherjee** spoke with industry leaders to find out the sustainable efforts that they are making to make our planet green.

Whilst focusing on profitability is key for hoteliers, more so in the aftermath of the pandemic, concerns for sustainable operations have also captured the mindshare of guests and stakeholders. Hospitality brands have been making noticeable efforts to reduce their footprint to address these rising concerns.

STEPS IN THE RIGHT DIRECTION

According to Zubin Saxena, Managing Director & Vice President of Operations, South Asia, Radisson Hotel Group, sustainability for the group is all about optimising processes and the systems that they control to align with their three pillars of Think People, Think Community, Think Planet. "At Radisson Hotel Group, 450+ of our hotels worldwide are eco-labeled. We aim to set science-based emission targets and work towards a zero-carbon transition of our global operations. As part of our journey to carbon neutrality, we are constantly increasing the number of green hotels, including the Radisson Resort & Spa Lonavala in India," he further added.

As a responsible hospitality brand, caring for the environment is at the heart of its vision said Sarbendra Sarkar, Founder & MD, Cygnett Hotels & Resorts. "First of all, whenever we sign a property, we carry out a carbon footprint assessment. This helps us to understand which operational activities of a hotel are the most carbon-intensive.

Utilizing renewable energy sources is an extremely effective way to ensure less emissions and not to forget the cost savings that such sources offer. We are promoting more usage of solar energy to meet the power needs. We are also educating our hotel owner partners who are not using solar energy to switch over to such renewable energy sources.

In our greenfield hospitality projects, we incorporate bioclimatic design principles. The idea is to create comfortable spaces while optimizing energy usage, opting for light-coloured roofing materials to reflect solar rays and using locally sourced building materials wherever possible. Instead of importing stones from international markets, it is a better environmental choice to use local variants."

Sharing similar thoughts Abinash Manghani, CEO, WelcomHeritage Hotels informed that his brand promotes the usage of renewable energy by installing EV stations at their properties. They are also using smart-energy sensors – with applications such as, automatically turning on and off the lights, heating or air conditioning. The brand also sources food locally to build upon the farm to plate concept.

Global hospitality brand Wyndham has taken a step in the right direction by driving its sustainability programme, Wyndham Green - a certification initiative introduced to help hotels improve in areas such as energy efficiency, reduction of emissions, conservation of water, reduction of waste and biodiversity. Speaking about the initiative, Philip Halanen, Head of Sourcing & Sustainability EMEA, Wyndham Hotels & Resorts said, "As part of our commitment to operate sustainably, we announced a new brand standard, which requires all Franchised and Managed Wyndham Hotels & Resorts properties to complete levels one and two of the Wyndham Green Programme over the next two years."

Setting achievable targets can help hotels achieve their commitment towards sustainability in a structured and tiered manner. Rajesh Radhakrishnan, General Manager, THE Park Chennai informed that the group has set a target of 20% by the year 2025 of reducing water and energy consumption with respect to baseline consumption of the year 2021.

Commenting about the strong sustainability-focused actions taken by his group Saxena informed, "We are proud to share that Radisson Hotel Group is the world's first hotel group to make meetings and events across 400+ hotels in its EMEA portfolio



Zubin Saxena
MD & Vice President of
Operations, South Asia,
Radisson Hotel Group



Sarbendra Sarkar
Founder & MD, Cygnett
Hotels & Resorts



Abinash Manghani
CEO, WelcomHeritage
Hotels

carbon negative. We also have a renewable energy transition strategy in place."

Rajneesh Kumar, General Manager, Courtyard by Marriott Aravali Resort, said that they have focused on three aspects of sustainability - conserving energy, reducing waste and using organic amenities. These three focal points are further narrowed down by ensuring that the resort is equipped with its own compost for zero discharge thus making sure that all the wastage is converted into



Philip Halanen
Head of Sourcing & Sustainability EMEA,
Wyndham Hotels & Resorts



Rajesh Radhakrishnan
GM, THE Park
Chennai Hotels & Resorts



Rajneesh Kumar
GM, Courtyard by Marriott
Aravali Resort

manure. “We have plans to introduce sustainable initiatives like farm to table for our multi cuisine restaurant The Aravali Kitchen and ensuing the use of organic elements,” he added.

GUEST'S REACTION

According to a research, 75% of millennials are eco-conscious which is changing their travel habits.

Vinay Gupta, Director of Operations – ibis & ibis styles said, “Guest are moving towards more environmental friendly goods and services. The guests and corporates are well aware of sustainability and choose their service providers accordingly. Statistically, 66% of guests are absolutely convinced that if we don't act now to protect the planet, future generations will indeed be threatened.

Most of the corporates check with the hotel on their initiatives towards sustainability and the B2B contracts are closed on basis of program strength. The Accor program Acting Here - Planet 21 is the most talked about initiative.”

Halanen added, “We have received positive feedback from guests regarding our programme, Wyndham Green. We recently surveyed our Wyndham Rewards Members in Europe, Middle East, Eurasia and Africa where over 50% of people were willing to pay extra to stay in a hotel with a clear environmental and sustainability policy. Respondents ranked the use of energy-efficient lighting, minimisation of single-use plastic and linen and towel reuse as the three most important measures a hotel could take to make their stays more sustainable. Fortunately, these closely match the requirements of Levels 1 and 2 of the Wyndham Green programme.”

Stating the importance of guests buy-in, Jonathan Wigley, CEO, Absolute Hotel Services shared, “Guests are significant actors in our initiatives as they are the biggest users of the elements we aim to reduce.”

Involving guests in the sustainability programmes through various means ensures greater support. Kundan Attarde, Chief Engineer, Meluha The Fern, An Ecotel Hotel shared that a certificate of appreciation is issued to the guest who has voluntarily participated in conserving energy.

PARTNERING TOWARDS A SUSTAINABLE FUTURE

To fulfill their sustainability goals, many hotel brands have embarked upon tie-ups with sustainability-focused companies. Kumar said that they have a tie-up with a company called Charge Zone to deploy EV charging stations at their properties.

Saxena said, “We believe that strong cross-sectoral partnerships combining asset owners, finance, sustainable solution providers, and hotels in a destination-based approach is a powerful force for good towards building a better future with a net-zero carbon future in sight by 2050. At present, more than 56 of our properties

run 100% on renewable electricity. We also believe that our recent partnership with Sunfuel Electric to provide captive electric vehicle (EV) charging stations across our hotels in India, is a step in the right direction.”

Radhakrishnan informed that his brand has several b2b tie-ups, such as with Tata Power for EV infrastructure, with Green Infra for wind power, and with Saizroll for used oil and e-waste disposal.

CHALLENGES IN THE WAY

Manghani pointed out that while statistics indicate the willingness of guests to engage in sustainable travel & sustainable hospitality offerings, there is still a lot of work that needs to be done.

“In terms of operations, hotels and restaurants are aware that following sustainable practices are also cost-effective in the long run, however, they often lack the capital required for initially investing towards this. F&B operations also face sustainability issues, complicated by guests' interests and demands.

There are travel and tour operators too, who wish to move towards more responsible practices but lack guidelines, measurements, and benchmark standards.

While today's traveller is determined to holiday more consciously, there is a lack of information and guidelines for them to do so - from how to travel more sustainably to finding sustainable stay options, and whether to trust the little information that is available to them. This highlights a need for the travel and hospitality industry to make information transparent, easily accessible, and understandable for travellers,” he added.

According to Halanen just implementing sustainable efforts is not enough, measuring sustainability efforts is critical to effective



Vinay Gupta
Director of Operations –
ibis & ibis styles



Jonathan Wigley
CEO, Absolute Hotel
Services



Kundan Attarde
Chief Engineer, Meluha The
Fern, An Ecotel Hotel

implementation. He emphasised on the criticality of reliable utility consumption data for hotels to ensure the baselining of their consumption and carbon emissions. “A hotel must understand this information monthly by recording it for a minimum of six months. Finding this information can be a key challenge at first, but once it is found, a hotel can develop a strategy to help reduce its carbon footprint and create a strategy for more sustainable operations in the future,” he added.

According to Sarkar, cost is a major challenge in adopting sustainable operations. He shared that it becomes expensive for properties to replace plastic with sustainable alternatives like bamboo or glass. This challenge is bigger for mid-segment hotels as luxury hotels command a price where they can absorb costs associated with the adoption of sustainable measures.

Kumar said that over-dependency on non-renewable sources due to the scarcity of required sustainability infrastructure is one of the challenges which needs to be addressed skilfully. ■

asmita.mukherjee@saffronsynergies.in

Year 2022 will be about recognising eating for wellness', says The Godrej Foods Trends Report 2022 - Collector's Edition

HBI Staff | Hyderabad

The pandemic impacted our lives in many ways, bringing an unanticipated paradigm shift in the food industry and our food systems at large. The Godrej Foods Trends Report 2022 - Collector's Edition elaborates on the vibrant foundations and evolving facts of culinary culture. The report says 2020 was about eating for comfort. 2021 was about discovering the richness of Indian regional cuisine. And as per the findings currently, 2022 will be about recognising eating for wellness. The focus will be on traditional food systems, inherent wisdom in culinary practices, and building a connection with what we eat. ■

GODREJ TOP TREND PREDICTIONS FOR 2022

ARTISANAL ICE CREAM WILL BE 'COOL'

A growing desire for real food with real ingredients has created a shift in the segment of ice cream and frozen dessert, bringing artisanal ice cream into the limelight. Innovation and small-batch production mean endless possibilities, with organic milk, indigenous ingredients, and diet specific offerings like high protein, probiotic-rich, diabetic-friendly and more. Ice cream lovers will get their fix of fun with a topping of health!

BURGERS AND SANDWICHES, REINVENTED

With in-home dining continuing to be the preferred choice chefs, restaurants and cloud kitchens have found a new muse in humble burgers and sandwiches, a category that lends itself to packaging and transportation and is rich with potential for innovation. From house-made breads and spreads to vegan and plant-based patties and gourmet meats, 2022 will see the industry laying out a smorgasbord of alternatives in global flavours on burger and sandwich menus.

DEMAND FOR CLEAN, HYGIENIC PACKAGED MEAT

In the wake of the pandemic, protein's strong link to immunity-boosting has come to the fore. A growing focus on quality protein intake will see consumers increasingly seeking clean, pedigree, untouched hygienically packaged poultry, meat and seafood from sanitised facilities and trusted sources and direct-to-consumer delivery formats to bring them to the home kitchen.

PRIDE IN CULINARY IDENTITY

A dawning awareness of the true richness of our culinary heritage, the inherent wisdom around wellness that is to be found in traditional culinary practices, an inward focus on study and documentation of culinary heritage at both the individual and professional level are all driving a new and wonderful sense of pride in culinary identity that we will see manifest into rich opportunities for discovery in years to come.

INDIAN SPIRITS IN THE SPOTLIGHT

The wave began with craft gin, expanded into whiskey then rum and beyond, the excitement around artisanal has been growing in the Indian-made foreign liquor (IMFL) segment with a definitive shift towards made in India. Expect to see explosive growth in the segment from homegrown Indian brands, even as indigenous Indian spirits like feni and mahua, once categorised as country liquor, are gaining a strong footing in national and global markets.

PROTEIN WILL BE THE BUZZWORD

As protein becomes a buzzword in mainstream conversations, thanks to linkages to immunity-boosting wellness, and nutrition, protein will no longer be the sole premise of those looking to build muscle tone or body mass but be in focus for everyone who is conscious of overall wellness, health and immunity. Protein-rich foods, like paneer, chicken, seafood, meat, legumes and plant-derived protein foods, that are quick to cook and adaptable to flavour will see huge demand in 2022.

FOOD FOR WELLNESS IN FOCUS

2020 was about eating for comfort. 2021 was about discovering the richness of Indian regional cuisine. 2022 will be about recognising eating for wellness. We will continue to rediscover our culinary roots, savour our oil and ghee, support local, and take pride in all things Indian. The focus will be on traditional food systems, inherent wisdom in culinary practices, and building a connection with what we eat.

INGREDIENT AND PROVENANCE DRIVEN MENUS

Conversations about the origin of our ingredients have been gaining traction among consumers and the industry alike as we engage more intimately with our food. Add to this a government push for recognition and support of native food products through GI tags and other initiatives. All the signs point to 2022 bringing the value of provenance on restaurant menus into sharp focus, with local, sustainable ingredient-forward dishes.

PROLIFIC INNOVATION IN THE VEGAN FOOD SPACE

With chefs, restaurants and consumers all becoming increasingly conscious of the impact of our food systems on environmental wellbeing, conversations around vegan practices have been growing. The consumer will demand more in the category and the industry will invest heavily in delivering up plant-based, vegan-friendly options for diners of every persuasion, vegan, vegetarian or redudctarian.

GROWING INTEREST IN TRIBAL CULINARY CULTURES

2022 will see a lot of effort invested into documenting native cultures, understanding the nutrition and science behind inherent practices, preserving and propagating native produce and ingredients through Geographical Index (GI) tagging.

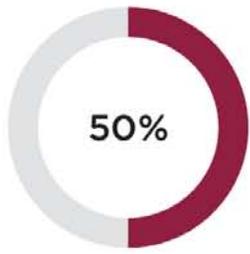
DESIRE FOR NUTRITIONALLY CONSCIOUS SNACKING SOLUTIONS

Until now, the focus was on comfort and indulgence. As flexible routines continue into 2022, and wellness becomes a top priority, snacks snacking solutions that address individual preferences and nutrition requirements are set to explore. Expect to see protein-optimised, millet- and seed-enriched, superfood-fortified, sugar-free, gluten-free, vegan and other options hit shelves.

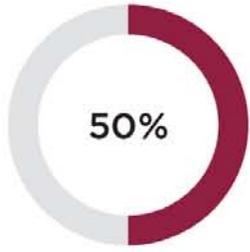
SHIFT TO REGULAR ROTATION OF DIETARY FATS

The increased focus on eating for wellness coupled with a deeper exploration of traditional diets, and cooking practices has brought dietary fat into sharp focus. Consumers will focus on integrating a diversity of fats into their diet and home kitchens will see a regular rotation of oil and ghee with the intention of increasing flavour and boosting nutritional value of food.

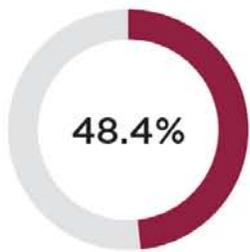
Cuisines in Focus



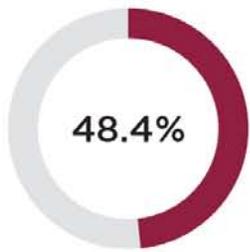
Korean cuisine



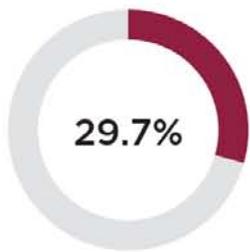
Mountain cuisines of India



Deeper exploration of micro cuisines of North East India

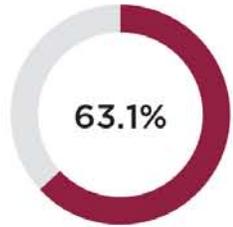


Japanese casual dining

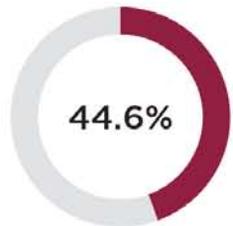


Micro cuisines of South East Asia

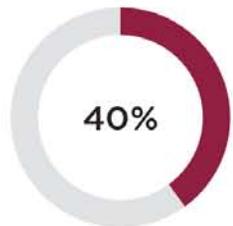
Menu Inspirations



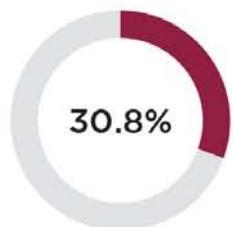
Menus inspired by culinary heritage/home-style/grandmothers cooking



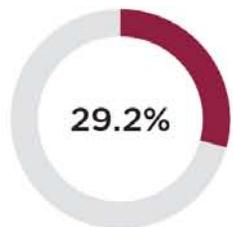
Health/Immunity boosting, ingredient-forward menus



Plant forward menus

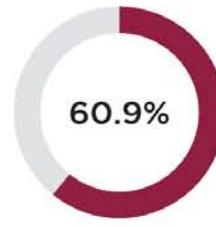


Cuisine-agnostic, theme-based, concise menus

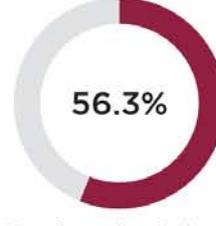


Shorter frequently changing menus with limited offerings

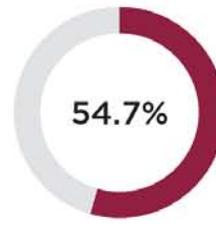
Restaurant Concepts



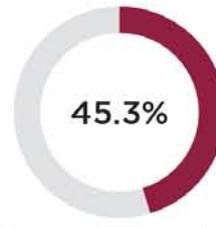
Cuisine agnostic, chef-owned/led delivery restaurants



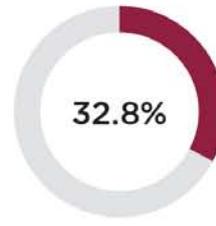
Regional cuisine-based concepts



Farm to table restaurant concepts

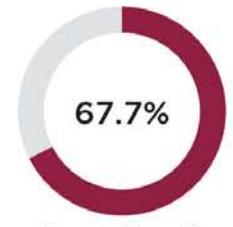


Rise of the travelling restaurant (legacy restaurants popping up in other cities)

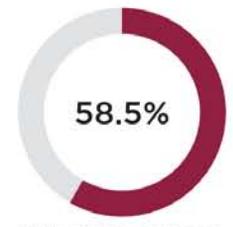


Naked kitchen/food theatre-based concepts (ie. kitchen in full public view for transparency)

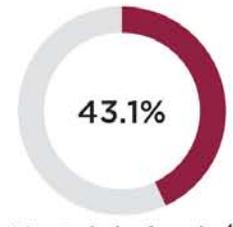
Food categories in Restaurants



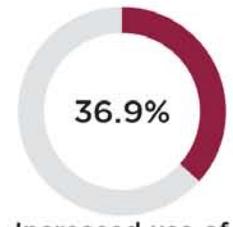
Locally made artisanal foods (eg. breads, cheese, pickles, ferments, etc.)



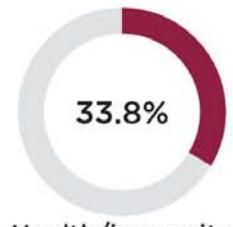
Lifestyle-driven alternatives (eg. vegan cheese, faux meat, plant-based dairy alternatives, etc.)



Nostalgia foods/dishes reinvented by chefs



Increased use of single-origin and GI tagged ingredients (eg. heritage rice, provenance based ingredients, etc.)



Health/immunity boosting functional foods (eg. moringa, turmeric, amla, etc.)

Empathizing With Hospitality Talents | The Serving Stakeholder

By Prof. Satish Jayaram, PhD – Ideator | Innovator | Incubator

FutureScope #1,#2,#3 were written with an intention to highlight the key pointers to revive hospitality education. A virtual focused group discussion with two dozen talents, both domestic and international provided greater insight. Hospitality education for future generations and skilling for industry entry is our top priority as a future investment. Here is how I defined the problem statement using the iceberg as a guide for systemic thinking. A qualitative source of target audience thoughts was the goal.



they were overwhelmed with the previous set of deterrent factors, requiring reinforcement of optimistic descriptors to renew faith.

Some findings as qualitative inputs were constructive, talents spoke about their experiences of being provided freedom and responsibility to achieve results. Talents love being challenged and coached in parallel on how to succeed. Great mentors make a huge difference, respecting team members as individual personalities. GenZ love the intricacy and complexity of work which keeps them engaged albeit with professional hand-holding. A team leader's trust in their abilities serves as a great motivator. The feeling of being cared for at work and respecting their private time matters. Being provided opportunity with feedback for improvement creates constructive reinforcement. The lack of a rationale to guide the work expected to be done, often results in conflict situations.

Structured questions with one word answers in a focused group discussion revealed the following:

1. Why are youth not interested in joining national level hotel management courses?

Stagnant	Conflicting	Inconsistent	Disappointing	Misguiding
Hypocritical	Frustrating	Struggling	Confused	Discouraged
Disparaging	Indefinite	Biased	Insufficient	Unsustainable
Detached	Inefficient	Imbalanced	Underpaid	Unstructured
Dormant	Indistinguishable	Delinquent	Overworked	Judgmental

While the impressions of the industry where they worked/trained provided some initial clarity of their viewpoint on this impasse, the next set of questions provided greater insight into existing gaps.

The concern in some organizations, arose from unresponsiveness, unstructured work conditions and personality cult aberrations. A bright young chef said "The hospitality industry is most unhostable to its own people." This was food for thought as assurances, promises and aspirations promised were not reflected during internship. This may be on account of lack of education, exposure and above all the training required to lead fresh talents. The end justified the means in many cases, but the challenge was undefined moving goals changing rapidly. A drudgery of repetitive work without knowing where it will lead them, caused boredom to make them vote with their feet, distancing from the chaos. Expectations from this generation of talent that they be treated empathetically is only just.

2. What do we need to prioritize in making our industry attractive to future talents?

Authentic	Grandiose	Stylish	Memorable	Notable
Unique	Proud	Dynamic	Resilient	Structured
Reformed	Flexible	Proactive	Distinct	Social
Experiential	Individualistic	Congenial	Opportunistic	Independent
Indulgent	Service	Aesthetic	Smiling	Adaptable

While talents carried some positive impressions of the industry,

3. How do we allocate responsibility to multiple leadership groups for ongoing renewal?

Encouragement	Empowerment	Equality	Innovation	Openness
Clarity	Incentivization	Recognition	Empathy	Caring
Approachable	Enrichment	Transparency	Agility	Openness
Sequential	Mentoring	Guiding	Supportive	Stable
Progressive	Transformative	Coaching	Creative	Satisfying

An empathetic view of the situation is required by leadership groups whether in industry, families, government, partners, vendors above all academics and related stakeholders who can infuse hope.

The way forward is clear if previous generations share the onus of co-creating a collective solution.

1. The human touch in any interaction carries greater value than other considerations during the training process, strong individual mentorship with great role models matters.

2. Families need to take a supportive view of the challenging work conditions and provide encouragement, guidance and show openness in listening objectively to training feedback.

3. Academics need to closely monitor this by contributing to industry exposure, immersing fully in host organization training routines, facilitating synergy for growth and development.

4. The latent abilities of our future workforce being incubated, must be fully leveraged to both enhance and grow their personalities holistically during their industry exposure phase.

5. An external support system where rational view-points are shared, must be incorporated in the larger community, to create social support groups to allow open sharing and reflection.

While data and surveys reveal restricted interpretations, the thoughts, feelings and aspirations of emerging pipelines of next generation leaders, must be respected in entirety to strengthen our industry in coming years. ■

The views expressed within this column are the opinion of the author, and may not necessarily be endorsed by the publication.



Roastery Coffee House Hyderabad - Offering unmatched authentic coffee experiences

Asmita Mukherjee | Hyderabad

In Hyderabad, if anyone gets a coffee craving, a name quickly pops up as being the best in the business - Roastery Coffee House. Nestled in the posh neighbourhood of Banjara Hills, Roastery Coffee House maintains a strong presence among both coffee aficionados as well as those just wanting to experiment with the various authentic formats of coffee. The brand recently celebrated its 5th anniversary and has been expanding rapidly despite the pandemic. It opened its first outlet in 2017 in Hyderabad, then expanded into Kolkata and Noida, and now in its anniversary month has spread to Lucknow and Jaipur. Having made its place in Zomato's Best of Hyderabad and Picturesque Cafes list, this place is a must-visit.

The Hyderabad outlet of Roastery Coffee House is actually a two-storied airy bungalow that has been converted into a café. The 120-seater café has seating arrangements both outdoors amidst the green nature as well as indoors with soothing lights and minimalistic furniture. It is inspired by owner Nishant Sinha's idea to make the customers feel at home. The aesthetically designed Roastery Coffee House offers an ambience which is unparalleled. The heritage building vibe accentuated by the mild lighting at their property exudes a certain warmth which makes a guest sit back, relax and enjoy their coffee experience.

Known for its unmatched coffee offerings, the zero-waste brand offers an array of coffees from different Indian estates. The brand sources green coffee beans directly from different estates such as Mandalkhan Estate, Ratnagiri Estate, Harley Estate, Thogarihunkal Estate, and Monsoon Malabar. These beans are then washed and dried to make them ready for roasting. On Mondays, Wednesdays and Thursdays, the barista roasts the beans according to the variety of the coffee such as - light roast, light to medium roast, and medium

roast. The roasting process produces shiny dark-coloured beans with an oily surface and a marked bitterness. The roasted coffee beans are then ground according to diverse coffee specificities. Next, there are distinct manual brewing techniques such as French press, aero-press, pour-over, syphon and others. Monsoon Malabar which is a pour-over brewed coffee is one of the best-selling coffees and disperses nutty and earthy taste notes synonymous with Indian monsoons, on the palate. While serving, they manually pour water with the right temperature on the perfectly ground coffee so that the consumer can have the best experience.

Other than Monsoon Malabar, their other best-selling items are Cranberry Coffee and Brownie Blended Coffee. While Cranberry Coffee is a combination of Cranberry juice, sparkling water and espresso, Brownie Blended Coffee is a concoction of brownies, cream and espresso. The café's latest offering is Cascara/ coffee cherry tea from Thogarihunkal Estate which is the dried skin of coffee cherries brewed just as any other speciality tea.

In terms of food, the cafe offers classic coffee pairing options such as Bruschetta, Cheesy Garlic Toast, Cheese Chicken Balls, Jalapeno fries, Cheesy Onion Rings, Chicken Wings in BBQ sauce and so much more. They have varied options across both veg and non-veg fare. In the main course, Farm Fresh & Margherita Pizza, Spinach Spaghetti, Spaghetti Aglio e Olio, and Penne Pasta in White Sauce are some of the items which see continued demand from patrons. The café also offers desserts such as delicious Cheesecakes, Chocolate Fondue, and Brownies, which can be perfectly paired with coffee. The restaurant operates from 8 am to 11 pm on weekdays, 7 am to 11 pm on weekends and for two people, the cost averages around INR 1500. ■

asmita.mukherjee@saffronsynergies.in



'As a chef in a Michelin star restaurant, one must learn to be detail oriented and have finesse'



Chef Varun Shahani is the Chef de Partie at Michelin Star restaurant - Jean-Georges in New York City.

The 26 years old Chef who is originally from Hyderabad, started his career with Trident Hotel in India. He is extremely passionate about F&B and Catering technology which he says came from his parents. According to Shahani, his parents inspired him to become a chef which led Shahani to pursue a Bachelor's degree in Culinary Arts at the Culinary Academy of India, Hyderabad. **Asmita Mukherjee** spoke with Shahani to know about his plans to become a Sous Chef of Jean-Georges.

Q You have had experience in working at restaurants in India and abroad. What are the differences when it comes to customer behaviour in this industry across countries?

I do feel there is quite a difference when it comes to customer behaviour. To begin with, I think the industry has a lot of respect in NY that is shown in the way we are spoken to and the fact that we are tipped. Both things matter a lot because it motivates us to be better at our service. India will always top the list when it comes to hospitality and their service is unbeatable, which is why I think they deserve a lot more from customers.

Q What is something that people don't know about Italian fare?

Something that a lot of people, including myself until very recently, don't know about Italian cuisine is that bread is in fact not counted as an appetizer. Traditionally it is something that is used to soak up the extra sauce on your plate after you finish your meal.

Q What advice do you have for budding chefs looking to perfect Italian cooking?

That Italian cuisine is much more than "pastas and pizzas". There are a lot of cultural and historical aspects to this cuisine, and one should be open to learn and remember to maintain its essence while venturing into it.

Q Which chefs do you consider your idols and whose cooking styles do you admire?

There are so many but on the top of my head, I think Chef Anthony Bourdain because he was the first one to show what the industry really is in full transparency. He also took risks and explored as much as he could, showing young chefs like us that food is so much more than just eating and cooking for survival and business.



Q How different is the experience of working in a Michelin star restaurant as compared to other restaurants?

The one main difference I noticed is that, as a chef in a Michelin star restaurant you must learn to be detail oriented and have finesse. Consistency is key and even though everyday may seem mundane in such an environment, it is in fact what sets it apart from other restaurants.

Q What are your culinary plans for Jean-Georges?

I already feel grateful to be a part of this restaurant. Even after being with them for over three years now, every day I learn something new. However, eventually I think I would love to become a part of the R&D team because I would love to learn and research more about food and hopefully contribute to the menu someday.

Q What are your goals for 2022-23?

Career wise, I would want to become a sous chef and lead the team at Jean-Georges, and while that may take time, it is what I aspire to be soon. ■

asmita.mukherjee@saffronsynergies.in





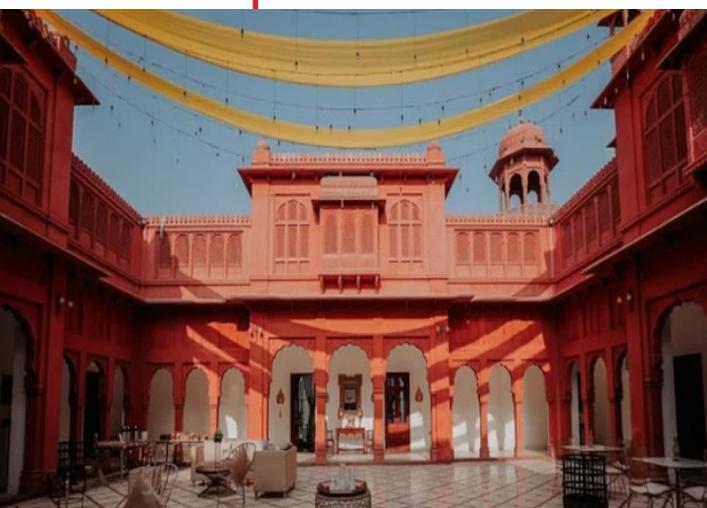
Vivanta Ahmedabad

Vivanta Ahmedabad SG Highway is strategically located at a short driving distance from the airport, the state capital Gandhinagar and key city landmarks. Featuring a striking lobby skylight, the hotel has 176 stylishly designed rooms and suites along with a range of eclectic culinary offerings. Mynt, the all-day diner offers international and Gujarati favourites. At Indus, the menu features fine specialties from the northwest frontier region, and Swirl, the delicatessen, satiates sweet cravings with one-of-a-kind desserts, as well as a selection of coffees and teas from around the world. The 540 sq. mt. of versatile banqueting space, is ideal for meetings and social celebrations. The fitness centre and outdoor pool are perfect for relaxing after an invigorating day.

Grand Hyatt Gurgaon

The 442-room luxury hotel is the first Grand Hyatt property in Gurgaon, and is a dynamic luxury destination that will provide business and leisure travelers with an inspiring place to meet, work, celebrate and stay.

Grand Hyatt Gurgaon is conveniently located in the commercial hub of the National Capital Region, amid high-end residential and commercial spaces. The hotel is part of a 29-acre complex, and the bold and vibrant design and architecture have been created by Foster+Partners, London - the globally renowned architectural, engineering, and integrated design firm. The site includes a unique high street shopping center and an office tower making Grand Hyatt Gurgaon an ideal location for visitors to the city. Grand Hyatt Gurgaon stands out for its cutting-edge interior design by Hall of Fame awardee, Tony Chi & Associates, New York. The hotel will feature 442 luxurious guest rooms, including 45 suites and 55 service apartments, providing guests with a comfortable respite.



Brij Gaj Kesri Bikaner

Featuring 41 rooms and suites, Brij Gaj Kesri is a modern-day manor house that spans 16 acres and is testament to the Rampuria family's passion for art and architecture. The hotel is a harmonious amalgamation of European influences and traditional Bikaneri architecture with local red stone, traditional jaali work and jharokha that have been lovingly rescued from ruins and restored to their original glory. The art in the hotel combines old-world and modern comforts to provide our guests an experience they can cherish and will be fully rebranded by this October. With its expansively stunning spaces, specially dedicated private areas, and multiple venues at the property, it makes for an ideal place for a romantic dinner, large scale to intimate destination weddings or group gatherings.

VitrA unveils coloured fittings & sanitaryware designs

VitrA is a global leading bathroom manufacturer with a well-earned reputation for quality products that are superbly designed and aesthetically pleasing. VitrA's in-house design team created the Sento and Metropole design line to be a modern range of sanitaryware suitable for use in multiple bathroom interiors, bringing quality and style to every bathroom!

The latest development in this popular design line is the introduction of coloured ceramics to the range, choose from the following options: Matt white, Matt taupe, Matt black or Glossy black. All finishes are supplier stocked apart from Glossy black which is made to order.

VitrA faucets are available in chrome, copper, matt black and brushed nickel and will instantly uplift your bathroom decor. Whether one is seeking something valuable or wants to add elegance to their bathrooms, VitrA faucets are for sure an impeccable investment for your space. VitrA faucet line includes Suit U, Suit L, Root, and Origin; now you can express your style in your bathroom with VitrA's bold and colourful faucets.



Hafele launches Smuso 2.0 Soft Closing Mechanism

Wardrobes function as a storage space for not only your clothes and shoes but also for most of your miscellaneous items from sheets and blankets to stationery. In a nutshell, it is that one place, that hold most of your regularly used items. Such frequent use warrants sturdy hardware that supports the structure of the wardrobe and grants you easy functionality while using it. Häfele's Wardrobe Sliding Solutions from its SLIDO range fulfill this need perfectly with a wide array of fittings to suit your varied requirements.

The new SMUSO 2.0 Soft Closing Mechanism introduced in this range, ranks high on durability and grants you the smoothest and quietest operation every time you close your wardrobe door! This mechanism comes equipped with hydraulic (fluid) technology making the movement softer and more silent than its predecessor

which used to operate on pneumatic (air pressure) based technology. It is also more compact which helps promote better visual aesthetics. The SMUSO 2.0 System is compatible with Classic 50 VF S (ST-18) and Classic 50 VF SR (ST-18) wardrobe fittings from Häfele's SLIDO range.

Hansgrohe Group's luxe brand AXOR introduces MyEdition

Giving a new dimension to individualisation, luxe brand AXOR of the Hansgrohe Group, dedicated to manufacturing iconic objects for luxurious bathrooms and kitchens, launches its latest collection. AXOR MyEdition, created in collaboration with Phoenix Design, premiered a new dimension of personalisation. Its sleek design pushes boundaries, and its customisable concept satisfies the desire for uniqueness. With every aspect of the collection promising revolution, PowderRain, the spray is a sensuous experience on the skin, featured for the first time in a tap. The collection comprises products spanning washbasins, bidets and bathtubs, all available in India. It gives the user a delicate feel and soothing acoustics, creating a nearly noiseless experience.

Linear, monolithic, architectural- the clean linear design creates a large stage for personal expression and creativity. The taps consist of two product parts: the body and the plate. Available in two standard finishes – chrome with mirrored glass and chrome with black glass. The taps can be tailor-made to satisfy personal preferences, allowing one to combine 15 AXOR FinishPlus PVD surface finishes with a selection of exclusive AXOR signature materials such as metal, wood, marble and leather. With more than 225 design choices, the AXOR MyEdition collection caters to the mega personalisation trend.



MARRIOTT INTERNATIONAL



Sandeep Kaul, Director of Rooms, JW Marriott Bengaluru Prestige Golfshire Resort and Spa

With strong experience and knowledge in the hospitality industry, Kaul would be responsible for setting up the overall operations of the 301 residential rooms & Spa division of the resort.

Kaul will be expertising in the areas of front office along with housekeeping, spa and recreation,

and will be handling the recruiting of the head of departments for their respective teams. He is a firm believer that the hospitality industry allows one to develop themselves professionally as well as personally and with time and commitment, one learns others skills eventually.

Feroz Patel, Executive Chef, Courtyard by Marriott Pune Chakan



With his vast experience, Chef Patel has developed his repertoire to provide an outstanding food experience.

With a passion for cooking, Chef Feroz completed his Hotel Management & Catering Technology (HMCT) degree at Pune University. Chef Feroz has 15 years of expertise in the culinary field and is well-versed in

all aspects of food and beverage operations. Prior to joining Courtyard by Marriott Pune Chakan, Chef Feroz has worked with brands like Sarovar Group, Premier Inn, Citrus Hotels, and Carnival Cruise to name a few.

ACCOR HOTELS

Kazim Mehdi, F&B Director, Novotel Hyderabad Airport



He would be in charge of managing all aspects of the food and beverage responsibilities and ensuring that Novotel's food ideology is reflected across all its restaurants. Through his expertise, he will help not only to bolster an improved business environment by analyzing and suggesting trends in the hospitality industry but also deliver positive results by improving guest

satisfaction and profitability simultaneously.

Kazim is a seasoned, energetic, passionate, and highly motivated hospitality professional with over 17 years of experience in managing F&B operations at leading luxury hotels & resorts. These include Al Shalal Beach Club, Dubai; Fairmont India, Jaipur; and Fairmont Ajman, UAE. He will utilize his extensive skills and knowledge in bestowing leadership that will help achieve fruitful business results. He intends on addressing guests' requirements and concerns by further improving the quality of service and profitability.

HYATT HOTELS



Kovid Ummat, Cluster Director, Marketing, Hyatt Regency Dehradun & Hyatt Regency Jaipur Mansarovar

Kovid, who brings to the brand a rich and diverse experience spanning nine years, will be orchestrating all marketing and communication strategies for both these hotels. While adept in ATL and BTL communication, he also has a comprehensive understanding of surrogate advertising. He will be

responsible for generating market specific-content to drive business growth and profitability and also for planning and executing strategies to strengthen the unrivalled and competitive positioning of the two hotels. Kovid has worked in agencies such as Ogilvy and Dentsu handling a range of sectors: FMCG, Alco-Bev, QSRs and Automobiles. He has also held positions in both account management and strategic planning in his stint.

KAIRALI AYURVEDIC GROUP

Anoop Vijayaraj, General Manager, Kairali Ayurvedic Group



Vijayaraj has over 20 years of experience in the national and international hospitality industry. From ensuring high guest satisfaction ratings to achieving sales targets, Vijayaraj has always excelled in the field. He holds a Bachelor's in Hotel Management from Himalaya Educational Institute of Management & Technology as well as Diploma's

Hotel Management and American Hospitality & Lodging Association from Oriental School of Hotel Management. Vijayaraj will oversee operations at Kairali - The Ayurvedic Healing Village, Palakkad, a unique over 60 Acre wellness retreat with NABH certification.

LEISURE HOTELS GROUP

Amandeep Sharma, Head of Project & Technical Services, Leisure Hotels Group

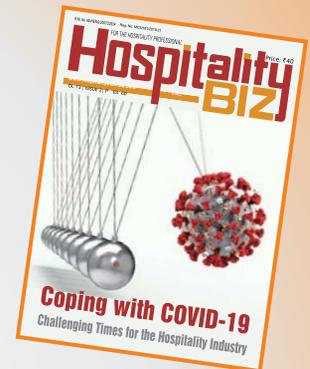
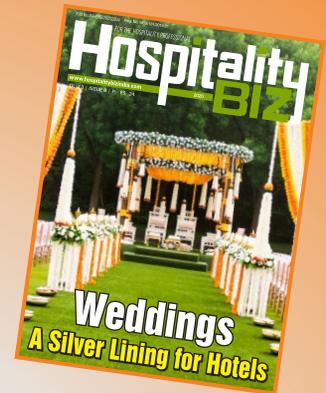


Amandeep Sharma, Head of Project & Technical Services will be responsible for planning and executing projects and providing technical support to the Group's green field & brown field projects. This comes at a time when the Group has recently announced its plans to consolidate their existing presence in North India through

management contracts of third-party properties in strategic locations. In addition to managing both design and project management responsibilities, Amandeep has demonstrated his expertise in areas like tendering, contracting, awarding various MEP packages including their installation, testing & commissioning and handing over to the hotel operations team etc.

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Contact Us

Ajay Wadode: +91 80871 27814
ajay.wadode@saffronsynergies.in

Pooja Nalawade: +91 97690 52241
pooja.nalawade@saffronsynergies.in

For Subscription

Gauri Sawant: +91 8369080796 | gauri.sawant@saffronsynergies.in