

May-June 2012

Vol 2 Issue 6 Rs 85/-

INGREDIENTS

BUSINESS

Give Your Business An Edge

Healthy Fun With Cooking Oil

Speciality Oils and More

फूड इज
माय पैशन



Kamani's Range of Products

The preferred supplier of Oils & Fats to the food industry in India.

Our prime focus on Product Quality & Customer Service, has made us a leading manufacturer & supplier of vegetable oils and fats.

We can supply a wide range of products to meet diverse food applications.

For Bakery

K-Lite - Aerated Trans Free Bakery Shortening for cookies, cakes & butter cream

Complete Plus - Specialty Fat for making pej butter

For Confectionery & Sweets

Chokita - CBS for moulded applications

Koatina - CBS for coating applications

KG401 - Fat for Gulab Jamun / Boondi

DFR - Fat for paneer, cheese & mawa analogue

Cocosilver - Oil for chocolate coating

Konfex - Fat for hard boiled candies

For Snacks

Komal - Refined Sunflower Oil

Klassic - Refined Groundnut Oil

Frywell - Refined Palmolein Oil

Golden Yellow - RBD Palmolein

Superfry - Less absorption frying oil

For Frozen Desserts

Koolex - Ideal replacer of dairy fat

Krisp - Oil for chocobars



Making Life Healthier

Kamani Oil Industries Pvt. Ltd.

Chandivall Estate, Sakl Vihar Rd.,
Mumbai - 400 072.

Tel. : 022-28478811, Fax : 022-28478805

E-mail : sales@kamani.com

Website : www.kamani.com

INSIDE



मुलाकात

फूड इज
माय वैशन

05

स्वाद

12 भारतीय लस्सी
का नया रूप



PROFILE



The One Stop
Source for Pharma
Excipients and
Food Ingredients

13

16 Speciality Oils -
Rich in Flavour
and Good for Health



COVER STORY

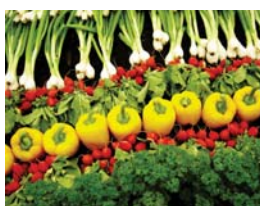
FACE-TO-FACE



Advanced
Enzyme
Technologies

30

34 Organic
Certification



FOOD LAWS

Founder Chairman
Late Shri R.K. Prasad

Distributed by:

New Media Communication Pvt. Ltd.

Managing Editor: Bipin Sinha
Director: B.K. Sinha
Editor: Uday Tarra Nayar
Executive Editor: Atula Imchen
Consulting Editors: Prabhu Sinha,
Tripath Oberoi & Md. Sabir Nishat
Hindi Editors: Manjeet Bhawsar, Pooja Samant
Editorial: Arvinder Sethi
Editorial Support: Madhavi Singh
Consultants: Samir Sehgal, Dr. Tulsi Narayan,
Sameer Mithia

Head - Admin & Finance: Sunil Kumar
Business Manager: Jimesh Patel
Liaison Officer: Vrunda Gurav
Circulation: Jawaharlal, Santosh Gangurde,
Vijay Wangade, Khubal Yadav

Art Director: Santosh Nawar
Associate Art Director: Sagar Banawalikar
Photographer: Kishen Singh, Ramesh Singh

BRANCHES:

Kolkata:

Anurag Sinha, Regional Head, Mob: 09830043339
Tel: 033-24537708. Fax: 033-24380719
Email: anurag@newmediacomm.biz

Pune:

Jagdish Khaladkar, Regional Director,
Mobile: 098230 38315
Email: pune@newmediacomm.biz

Patna:

Rajesh K. Naraen, Vimmi Prasad
173 - B, 2nd Floor, S.K. Puri, Patna 800001. Bihar
Email: rajeshnaraen@newmediacomm.com
Mob: 09334390988

Australia Office:

Bandhana Kumari Prasad, 129 Camboon Road,
Noranda, Perth, W.A. 6062 Tel: 0061 892757447
Email: bandhana@newmediacomm.biz

New Media Communication Pvt. Ltd.,

New Media House, 1 Akbar Villa,
Marol-Maroshi Road, Andheri (E),
Mumbai - 400 059.
Tel: +91-22-2920 9999. Telefax: +91-22-2925 5279
E-mail: enquiry@newmediacomm.com
www.newmediacomm.com

Printed and Published by

Sukhbinder Singh and printed at Jayant Printery, 352/54,
Girgaum Road, Murlidhar Temple Compound, Near
Thakurdwar Post office, Mumbai -400 002 and published
from New Media House, 1 Akbar Villa, Marol Maroshi
Road, Andheri East, Mumbai 400059, India

Editor: Satya Swaroop Prasad

The news items and information published herein have
been collected from various sources, which are
considered to be reliable. Readers are however
requested to verify the facts before making business
decisions using the same.



Dear Readers,

In this issue of Ingredients Business we bring to you all the information you would have wished you had at your finger tips about edible oil as an ingredient in the food that is consumed every day.

To lead you into the heart of the matter about edible oil and its production, we have included an exhaustive study of edible oils and their genesis which has reference value to those who take extra care in knowing more about the food presented on the table. The study will inform you how India is positioned in the world market as a prolific oil seeds producer and how India meets its growing demand within its shores for edible oils by importing high quality vegetable oils making it the world's largest importer and the third largest consumer of edible oils in the world.

In a focused article related to the ingredient, we have highlighted opinions of cardiologists and endocrinologists on the use of the supposedly "heart- friendly rice bran oil" as a dietary ingredient to reduce risks of adverse heart conditions.

A very useful reference article in this issue is the story on the range of edible oils available for consumption and their uses and advantages. Did you know that speciality oils like the Chinese Stir Fry Oil, Safflower Oil and Toasted Sesame Oil add depth to everyday dishes and are ideal for marinades, dressings, vinaigrettes, sauces and baking or simply to enhance the aroma?

Readers, get to know about Organic Certification and its importance for organic growers which in turns impacts our well-being.

IT is no longer just Information Technology. It also means Ingredient Technology. Read the interviews of Dr. C. L. Rath, Chairman and MD, Advanced Enzymes Technologies Ltd, South East Asia's largest enzyme manufacturing plant about the importance of enzyme in the food industry.

Yes, we have in our Hindi section an engaging interview of Chef Zubin D'Souza of Hotel Water Stones, Mumbai. He also shares with us some delightful recipes.

Don't miss this issue... it is packed with useful information for your health and happiness.

Happy Reading!!

A handwritten signature in blue ink, appearing to read 'B. K. Sinha'.

B. K. Sinha



फूड इज माय पैशन

शेफ जुबिन डिसूजा, एक्झीक्यूटिव शेफ, होटल वॉटर स्टोन्स, अंधेरी

शेफ जुबिन डिसूजा से मुलाकात हमेशा यादगार रहेगी। अंधेरी स्थित लक्जरी पांच सितारा बिजनेस, होटल वॉटर स्टोन्स में एक्झीक्यूटिव शेफ के रूप में काम करनेवाले जुबिन डिसूजा मूलता : गोवा एक्झीक्यूटिव के रहनेवाले हैं, पर पिछले कई सालों से वे मायानगरी में सपरिवार बस चुके हैं। शेफ से हुई मुख्य बातचीत के कुछ अंश

शेफ जुबिन क्या हमें वॉटर स्टोन्स के खानपान की विशेषताओं से अवगत कराएंगे ?

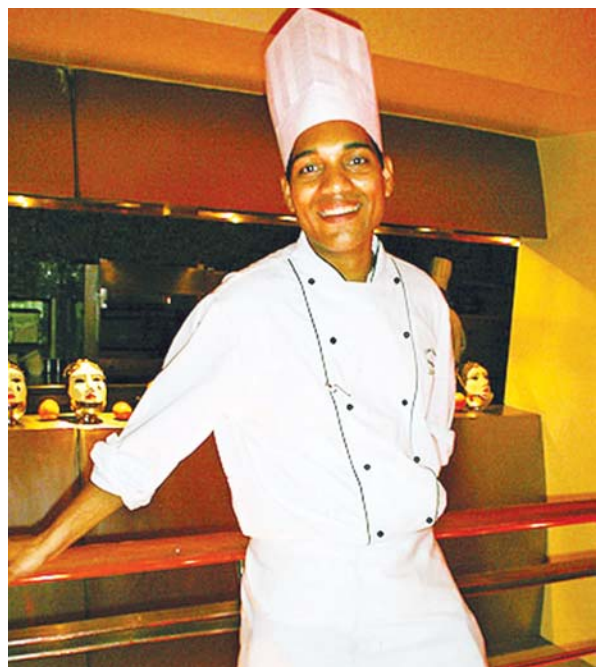
येस ऑफ कोर्स, वॉटर स्टोन्स मार्स समूह का एक शानदार बिजनेस होटल है। एक से एक लजिज वेजीटेरियन तथा नॉन वेजीटेरियन खानपान हमारी विशेषता है। यहां पर मेडिटोरनियन कान्टानेन्टल, इंडियन, चायनीज हर तरह का क्यूजिन बनता है और उतने ही प्यार से परोसा जाता है।

शेफ, इन दिनों हेल्थी फूड का काफी बोलबाला हो रहा है। अक्सर लोग कहते भी हैं कि, होटल में, उपलब्ध खाना सेहत की दृष्टि से उचित नहीं होता। स्पाइसी होता है। यहां बननेवाले खानपान में किस तरह का ध्यान रखा जाता है ? आप कितना बचते हैं। आप ऑइली डिशेज बनाने से ? यहाँ कितना संतुलित भोजन सर्व किया जाता है ?

टू बी व्हेरी फ्रैंक, यहां आनेवाले हमारे गेस्ट अधिकतर इंटरनैशनल होते हैं। हर देश का खानपान, संस्कृति भिन्न होती है। उनके खानपान का तरीका भी अलग ही होता है। हम खाने को बनाते समय बहुत ज्यादा कठोर नहीं हो सकते।

जो नॉन वेजीटेरियन फूड भारतीयों के लिए निषिद्ध होता है, वही उनका मुख्य भोजन होता है। बहरहाल, यहां वॉटर स्टोन्स के अलग-अलग रेस्टोरन्ट्स में भिन्न तरह के क्यूजिन उपलब्ध है, जिसकी जो पसंद है, उसे वो अवश्य मिलेगा। जहां तक मैं सी फूड की बात करूँ, तो दावे के साथ कह सकता हूँ, मैं खुद फिश खरीद लेता हूँ, जो असली होते हैं। हम लक्षद्वीप के समुंदर में पानेवाली साफ-सुथरी मछलियाँ लेते हैं। जो मछंगी

होती हैं, जिन्हें गिने-चुने मेहमानों के लिए बनाना अक्सर घाटे को सौदा बन जाता है, पर हॉस्पीटैलिटी बिजनेस में यह सब चलता रहता है। शेल फिश की डिशेज हमारी एक और खासियत है, शेल फिशेज भी काफी मंहगी होती हैं, जिस खास जगहों से मैं ऑर्डर करवाता हूँ। इम अमरिकन असपैरेगस भी बनाते हैं, इसे न्यूजीलैंड से मंगवाते हैं। हमारे यहां ग्रील रेस्टोरन्ट है, जहां पर नॉन वेज के साथ वेजीटेरियन डेलीकेसीज भी बनती हैं। मशरूम सुप के साथ ढेरों अन्य डिशेज खाए हुए मेहमान आपको मिलेंगे, जो जानते हैं कि, यहां पर मेहमानों का खयाल और उनका स्वाद संभालते हुए बजट पर सोचा नहीं जाता। वॉटरस्टोन्स को शुरू हुए हालांकि ३-४ वर्ष हो चुके हैं, यहाँ पर एक बार आने पर मेहमान यहां के खाने को भुलते नहीं हैं।



शेफ जुबिन से हमने जानना चाहा कि उनका प्रोफेशनल सफर कैसा रहा ? क्या वे पहले से इसी पेशे में आना चाहते थे ?

जुबिन ने कहा, सच तो यही है की फूड इज माय पैशन... आय थॉरॉली एंजाय माय प्रोफेशन माय वर्क...

जुबिन बताते हैं तो उनकी आंखें मानो अपने अतीत में खो जाती हैं। फिर उनकी बातचीत से अहसास होता है कि वे अपने काम से, पेशे से कितनी शिददत से प्यार करते हैं। जुबिन ने जब

से होश संभाला उन्होंने जैसे ख्वाब देखा कि, उन्हें बतौर शेफ ही अपना कैरियर बनाना है। होटल मैनेजमेंट करने के बाद मुंबई के ओबेरॉय होटल से उन्होंने अपना व्यवसायिक जीवन आरंभ किया। फिर जीवन के अगले पड़ाव पर साऊथ अफ्रीका भी जाना हुआ। गोवा के पांच सितारा होटलों का किचन भी संभाला। शेफ जुबिन सिर्फ किचन संभालकर मेहमानों का दिल ही नहीं जीतते पर जुबिन डिसूजा के भीतर छिपा है एक सेंसेटिव और क्रिएटिव रायटर भी / एक संवेदनशील और रचनात्मक लेखक भी छिपा है। ■

कुछ चटपटा हो जाए...

कुछ घर-परिवारों में बच्चों को गर्मी की छुट्टियाँ लग चुकी हैं, तो कहीं लगने की कगार पर हैं। बच्चे तो खुश हैं, पर उनकी माँएँ हैं परेशान। परेशान होने के पीछे वजह भी है। दरअसल खेलने-कूदनेवाले बच्चों को हर घंटे-दो घंटे में भूख जो लगती है। आज लगातार बढ़ते बच्चों को खाने में बार-बार क्या दिया जाए, यह सवाल माताओं के लिए कोई कम पेचीदा नहीं है। हम भी अक्सर पढ़ते रहते हैं, कि जंक फूड खाने से बच्चों को उचित पोषण मूल्य नहीं मिल पाते। आखिर दिन में कितनी बार बच्चे बिस्किट्स खा सकते हैं ? कितनी बार मैगी नूडल्स उन्हें देना सही होगा... ? कामकाजी महिलाओं को बच्चों के लिए पहली की तरह पौष्टिक लड्डू बनाना भी उतना संभव नहीं हो पाता। फिर क्या करें, ऐसा जो बच्चों को पोषण भी हो और उनकी भूख भी मिटे। कुछ ऐसी रेसिपीज जिन से भूख मिटे, और चटपटी भी... और पौष्टिक भी है।

वेजीटेबल कटलेट-अंदाजन २ से ३ लोगों के लिए।

इन्ग्रेडियेंट्स ४ आलू उबालकर उन्हें छिलकर स्मैश कर ले। हरे ताजे ग्रीन पीज (मटर), बीन्स (फलियां), शिमला मिर्च, गाजर, बीट (शलगम), पालक या कोई अन्य पत्तेदार सब्जी, अद्रक, लहसून, प्याज, लाल मिर्ची पावडर, गरम मसाला, धनिया पावडर, एक हरी मिर्ची (बारीक कटी हुई), मैदा दो चम्मच या कॉर्नफ्लॉवर, थोड़ीसी चीनी, निंबू का रस, हरा धनिया, एक कटोरी ब्रेड क्रम्ब्स, तलने के लिए तेल, कटलेट का मोल्ड और नमक।



विधि : बीट, गाजर को कदकस कर लें। हरी भाजी को कुकर में पांच मिनट पकने के बाद मिक्सी में दो मिनट पीस कर उसे महिन बना लें। प्याज बारीक काट लें। अद्रक-लहसून की पेस्ट बनाकर तैयार रख लें। हरा धनिया बारीक काट कर रखें।

इन तैयारियों के बाद कड़ाही में तेल गरम कल लें, और तेल गरम होने के बाद जीरा, राई, हिंग का तड़का लगाते हुए हरी मिर्ची, अद्रक, लहसून की पेस्ट डालकर उसे हलका सा भून लें। फिर इस मिश्रण में प्याज (कटा हुआ) को भुनकर उस में लाल मिर्ची पावडर, गरम मसाला, धनिया पावडर सभी कुछ डालते हुए, हलका सा भून लें। फिर सभी सब्जियों को इस मिश्रण में डालते हुए एक भाप दें। अब इसी में थोड़ा नमक और मैदा डालें। हलका सा भूनें। इस मिश्रण को ठंडा करते हुए रखें। ठंडा होने पर उबले-मसले आलू, निंबू का रस, हरा, धनिया,

नमक डालकर सारे मिश्रण को एक साथ अच्छे-से मिला लें। अब यह पूरा मिश्रण कटलेट बनाने के लिए तैयार हो चुका है। इस मिश्रण को कटलेट के मोल्ड में डालने से पहले उन्हें ब्रेड क्रम्ब्स में डुबो लें, और फिर उन्हें, कढ़ाई में शैलो फ्राई कर लें। खोपरे की हरी चटनी या सॉस के साथ बच्चे-बड़े सभी इसे खाना पसंद करेंगे।

यह होम मेड कटलेट्स बेहद पौष्टिक है, और स्वादिष्ट भी। हरी चटनी बनाने के लिए एक कटोरी कद्दूकर किया हुआ खोपरा, २-३ हरी मिर्ची, हरा धनिया आधा कटोरी, लहसून, अद्रक, नमक, चीनी (थोड़ी सी) कैरी के छोटे २ टुकड़े (सीजल के अनुसार)या फिर निंबू का रस। सभी चीजों को बारीक पीस लें। चाहे तो इस चटनी को राई, कढ़ी पत्ता तथा हिंग डालते हुए तडका दिया जा सकता है।



के लिए तले हुए पनीर की जगह ब्रोकीली, बेबीकॉर्न जैसी व्हेजीटेबल्स उबालकर, फिर उन्हें गार्लिक सॉस में भूनकर बच्चों को, बड़ों को बतौर स्नैक्स दिया जा सकता है।

गार्लिक पेप्पर पनीर

प्रमाण २ से ३ लोगों के लिए

इन्ग्रेडिअन्ट्स-काली मिर्च पावडर, बारीक कटा हुआ लहसून, बटर १ चम्मच, हरा प्याज कटा हुआ (आधी कटोरी), सफेद मिर्च (व्हाइट पेप्पर) पावडर, चीनी २ चुटकी, नमक, निंबू, पनीर १५० ग्राम काली मिर्च ४ चम्मच और तेल।

विधि: पनीर के थोड़े मोटे से टुकड़े काट लें। उसे में ३ चम्मच कॉर्नफ्लॉवर, १ चम्मच नमक, चीनी, सफेद पेपर पावडर सभी कुछ अच्छे से मिला लें। और डीप फ्राई कर लें। एक पैन में तेल और बटर गरम कर ले, उसी में लहसून को हलकासा भुन लें। लहसून फ्राई होने पर उस में थोड़ा पानी डालें (२ चम्मच पानी डालें) इस पानी में चीनी, नमक, काली मिर्च पावडर तथा निंबू डालें। बचे हुए (कॉर्नफ्लॉवर) में पानी मिक्स करें, और यह पानी उपरी मिश्रण में मिक्स करें, और फिर गैस पर रखते हुए उबाल आने दें। इस मिश्रण को थोड़ा गाढ़ा होने पर उस में तला हुआ पनीर और हरा प्याज डालते हुए सभी कुछ मिला लें।

इस तरह का प्रीपेरेशन टोफु का उपयोग कर के बनाया जा सकता है।

यह एक तरह का स्टार्टर है, जिसे लो कैलोरी बनाने



**THE PERFECT GIFT
THAT CAN BE..**



NEATLY PACKAGED FOR

- DIWALI • WEDDINGS • XMAS • BIRTHDAYS
- CORPORATE GIFTS • BIRTH ARRIVALS

www.browniecottage.com

एम्बे इंडिया द्वारा

नेशनल न्यूट्रिलाइट प्रोटीन रेसिपी प्रतियोगिता का आयोजन

देश के सर्वोत्तम शेफ हेतु प्रतिभा खोज

पंकज भदौरिया, मास्टर शेफ इंडिया, सीजन एक, द्वारा विजेताओं का चयन

यदि आप स्वास्थ्य के प्रति जागरूक गृहिणी हैं और अपने परिवार के लोगों के चेहरों पर मुस्कान लाने के लिए स्वास्थ्यप्रद भोजन को तरह-तरह से प्रस्तुत करने के प्रयास करती हैं, तो नवीनतायुक्त पौष्टिक व्यंजनों की एक नई विविधता आपका इंतजार कर रही है-जिसे एम्बे इंडिया की न्यूट्रिलाइट प्रोटीन रेसिपी प्रतियोगिता के रूप में पेश किया गया है।

देश की सबसे बड़ी डायरेक्ट सेलिंग एफएमसीजी कंपनी एम्बे इंडिया ने आज मुंबई में न्यूट्रिलाइट प्रोटीन रेसिपी प्रतियोगिता का आयोजन किया। न्यूट्रिलाइट प्रोटीन रेसिपी प्रतियोगिता, भारत के सर्वोत्तम शेफ के लिए प्रतिभा खोज प्रतियोगिता है, जिसमें स्वास्थ्यवर्धक खानपान कौशल हों। सामान्य लोगों को शेफ का खिताब पाने को प्रोत्साहित करने और एक संघटक के रूप में न्यूट्रिलाइट प्रोटीन पाउडर का उपयोग करते हुए पौष्टिक और स्वादिष्ट व्यंजनों के नवीनतायुक्त कलेक्शन को पेश करने के लिए इस प्रतियोगिता के लिए इस प्रतियोगिता को डिजाइन किया गया है। इस प्रतियोगिता के दोहरे उद्देश्य हैं- १) लोगों को उनकी दैनिक दिनचर्या में स्वास्थ्यप्रद आहार आदतें विकसित करने के लिए प्रेरित करना तथा २) गृहिणियों को उनके नियमित आहार में प्रोटीन को एक अभिन्न अंग के रूप में शामिल करने को प्रेरित करना। आज के शहरी लोगों को ऐसा प्रोटीन समृद्ध आहार लेने को प्रेरित करना इस प्रतियोगिता का मुख्य मकसद है जिसमें कार्बोहाइड्रेट और वसा की मात्राएं कम हों।

पोषणविज्ञानी और शेफ पंकज भदौरिया, जो मास्टर शेफ इंडिया, सीजन एक से प्रसिद्ध हुए और मास्टर शेफ इंडिया कुकबुक के लेखक हैं, वे भारत के उत्तरी, पूर्वी, पश्चिमी और दक्षिणी भागों में शीर्ष तीन विजेताओं का चयन करेंगे।

पश्चिमी क्षेत्र में न्यूट्रिलाइट प्रोटीन रेसिपी प्रतियोगिता के ग्रैंड फिनाले का औपचारिक समारोह मेगारगस बैंक्वेट हॉल, अंधेरी, मुंबई में आयोजित किया गया। पश्चिमी क्षेत्र के चुने गए शीर्ष दस शेफ के सामने उनके नए व्यंजनों को मास्टर शेफ पंकज भदौरिया के सामने तैयार करने की चुनौती थी। प्रतिभागियों को स्वास्थ्यप्रद संघटकों और न्यूट्रिलाइट प्रोटीन पाउडर के उपयोग द्वारा उनके व्यंजन तैयार करने के लिए एक घंटे का समय दिया गया। शेफ पंकज ने पाक कलाओं का अवलोकन किया और शीर्ष तीन व्यंजनों को चुना। श्रीमती नीलाम्बरी जैकब को प्रथम, श्रीमती दिपाली पाटिल को द्वितीय और तृतीय पुरस्कार क्रमशः प्राप्त हुआ। विजेताओं को रोमांचक पुरस्कार दिए गए, जैसे कि प्रथम पुरस्कार के रूप में तीन दरवाजे वाला रेफ्रिजरेटर, द्वितीय के लिए माइक्रोवेव कन्वेक्शन ऑवन और श्रीमती मंजूषा जितकर तृतीय स्थान पर रहीं।

इस प्रतियोगिता के विषय में अपनी प्रतिक्रिया व्यक्त करते हुए श्री नवीन आनंद, सीनियर वॉइस प्रेसिडेंट, मार्केटिंग, एम्बे इंडिया ने कहा, “हेल्थ और ब्यूटी कंपनी के रूप में एम्बे की विशेष प्रतिष्ठा है और आदर्श स्वास्थ्य को बढ़ावा देना सदैव ही हमारा उद्देश्य रहा है। स्वस्थ खानपान, तंदुरुस्ती के लिए पूर्वापेक्षा है। न्यूट्रिलाइट प्रोटीन रेसिपी प्रतियोगिता के जबरदस्त व्यंजनों की विविधता, स्वास्थ्यप्रद खानपान को बढ़ावा देने का एक नया तरीका है।

उन्होंने आगे कहा, “आज की भागदौड़ भरी और तनावपूर्ण जिंदगी में जंक फूड का प्रचलन बहुतायत में है। तीव्र शहरीकरण तथा आधुनिक तनावपूर्ण कारोबारी और कार्यालयी जीवनशैली के कारण भारत में १ बिलियन डॉलर का वेलनेस उद्योग विकसित हुआ है। उपभोक्ताओं में अधिक स्वस्थ, अधिक प्रसन्नतापूर्ण और अधिक लम्बे जीवन हेतु आकांक्षाएं बढ़ने के साथ आने वाले

वर्षों में निरोधात्मक स्वास्थ्य उपचार क्षेत्र और तेजी से विकसित होने का अनुमान है। एमवे का न्यूट्रिलाइट, हमारे वितरकों तथा अंतिम उपयोक्ताओं को अपेक्षित वेलनेस समाधान उपलब्ध कराएगा।"

शेफ पंकज भदौरिया ने अपनी प्रतिक्रिया में कहा, "सभी प्रतियोगियों ने स्वादिष्ट व्यंजनों को उनके पोषण मान बरकरार रखते हुए तैयार करने हेतु अपने सर्वश्रेष्ठ प्रयास किए। मैं सामान्य लोगों में स्वास्थ्यवर्धक खानपान के प्रति जागरूकता बढ़ाने और उनके पाककला कौशल दिखाने हेतु एक प्लेटफार्म उपलब्ध कराने वाली इस पहल के लिए एमवे को धन्यवाद देता हूँ।"

प्रतियोगिता के विषय में :

न्यूट्रिलाइट प्रोटीन रेसिपी प्रतियोगिता की शुरुआत नवम्बर २०११ में हुई। इसमें पूरे भारत में उपभोक्ताओं व एमवे वितरकों से ऐसे नए व्यंजनों की प्रविष्टियां आमंत्रित की गईं, जिनमें स्वास्थ्यप्रदता का ध्यान रखा गया हो, और इसकी अंतिम तिथि १५ जनवरी, २०१२ रखी गई। प्रतिभागियों ने न्यूट्रिलाइट प्रोटीन पाउडर सहित स्वास्थ्यवर्धक संघटकों से बने अपने व्यंजनों की प्रविष्टियां प्रेषित कीं।

प्रत्येक क्षेत्र-उत्तर, पूर्व, पश्चिम और दक्षिण से शुरुआती राउंडों में दस सबसे नवीनतायुक्त व्यंजनो को पोषणविज्ञानियों के एक पैनल द्वारा चुना गया। इन चयनित विजेताओं ने इसके बाद क्षेत्रीय विजेता का खिताब जीतने के लिए फाइनल में हिस्सा लिया। प्रत्येक क्षेत्र के लिए गैड फिनाले का आयोजन क्रमशः कोलकाता, दिल्ली, मुम्बई और चेन्नई में किया गया। लोगों को स्वास्थ्यप्रद खानपान के बारे में जागरूक करने के लिए देश भर से चुने गए इन सभी शीर्ष चालीस व्यंजनों को न्यूट्रिलाइट प्रोटीन रेसिपी बुक में जगह दी जाएगी।

न्यूट्रिलाइट प्रोटीन पाउडर, न्यूट्रिलाइट अम्ब्रेला ब्रांड का प्रमुख उत्पाद है, जो विश्व में अग्रणी विटामिन, खनिज और आहारी संपूरक है। न्यूट्रिलाइट प्रोटीन में सभी जरूरी एमिनो अम्ल और प्राकृतिक रूप से पाए जाने वाले कैल्शियम, आरन और सॉय आइसोफ्लेवन्स हैं। न्यूट्रिलाइट प्रोटीन को नॉन जीएमओ सॉय प्रोटीन के सर्वोत्तम ग्रेड से बनाया जाता है। न्यूट्रिलाइट प्रोटीन में

८० फीसदी प्रोटीन होता है और १ का एक पीडीसीएएस, प्रोटीन की उच्चतम गुणवत्ता को इंगित करता है। यह स्वादहीन होता है और इसलिए किसी भी व्यंजन में इसे मिलाया जा सकता है।

न्यूट्रिलाइट के विषय में :

न्यूट्रिलाइट, गल्टीविआमिन-मल्टीमिनरल आहारी संपूरको में संपूर्ण पादा यौगिकों को शामिल करते हुए बाजार में प्रस्तुत करने वाली एमवे का न्यूट्रीशन तथा वेलनेस ब्रांड है। इसे आहारी संपूरक उद्योग क्षेत्र में ७५ वर्षों का समृद्ध अनुभव प्राप्त है। अमेरिका, मेक्सिको और ब्राजील में ६४०० एकड से अधिक जैविक खेती, १०० से अधिक वैज्ञानिकों का स्टॉफ, जिसमें रसायनविज्ञानी, वनस्पतिविज्ञानी और पोषण विशेषज्ञ शामिल हैं, तथा उत्पाद से लेकर पैकेजिंग तक १६१ पेटेन्ट के साथ न्यूट्रिलाइट, अनुसंधान, उत्पाद विकास और नवीन जैविक कृषि विधियों द्वारा मानव पोषण को आदर्श स्तर पर ले जाने हेतु समर्पित है। यूरोमॉनिटर ने न्यूट्रिलाइट को विटामिन्स, मिनरल्स और डायट्री सप्लिमेंट्स के क्षेत्र में विश्व का नम्बर एक ब्रांड का दर्जा दिया है।

एमवे इंडिया के विषय में :

एमवे इंडिया, देश की अग्रणी डॉयरेक्ट सेलिंग एफएमसीजी कंपनी है। कंपनी ने भारत में १५१ करोड़ रुपए से अधिक का निवेश किया है और देश भर में इनके १३५ कार्यालय तथा ५५ सिटी वेयरहाउस है और होम डिलीवरी नेटवर्क के माध्यम से यं ४००० से अधिक शहरों और कस्बों को कवर करते हैं।

एमवे इंडिया द्वारा बेचे जाने वाले लगभग ९७ फीसदी उत्पाद, ७ तृतीय पक्ष अनुबंध आधारित निर्माताओं द्वारा देश में ही निर्मित किए जाते हैं। भारत में एमवे की उत्पादन इकाई नहीं है। पर्सनल केयर, होम केयर, न्यूट्रीशन व वेलनेस, कॉस्मेटिक्स और ग्रेट वैल्यू उत्पादों की पांच श्रेणियों में एमवे इंडिया वर्तमान में १३१ उत्पाद प्रस्तुत करते हैं।

विस्तृत जानकारी के लिये संपर्क करें :

केचम संपर्क प्रा. लिमिटेड

समिका : ९९३००३६२९९

शिवांगी : ९९६७९०६६९३

जाई पेंडसे - द मिक्सॉलॉजिस्ट संयोजन मॉकटेल्स तथा कॉकटेल्स का

ग्लोबली एडवान्स्ड बनते जा रहे अपने देश में जैसे हर क्षेत्र में एक अभूतपूर्व क्रांति होते नजर आ रही है। फेशन हो या फिर टेक्नॉलॉजी ही मामले में एक नयी राह, एक अनोखा कदम लेने में हम भारतीय जैसे माहिर होते जा रहे हैं। हाल फिलहाल में एक ऐसी प्रतियोगिता का आयोजन हो चुका है, जो सुनने में अलग पर बेहद उम्दा अनुभव साबित होने जा रही है। पूरे देश भर के जाने-माने ड्रिंक मेकर्स के लिए कॉरालेजो तकनीक मिक्सॉलॉजी एक ऐसा प्लेटफॉर्म होगा जो इस क्षेत्र में आनेवालों को नये अनुभव दिलाएगा, तथा उन्हें एक्सपर्ट से सारी बारिकियां सीखने को मिलेंगी

कॉरालेजो मिक्सॉलॉजी चैलेज २०१२ के तहत होनेवाले इस में बार टेंडर्स, कई सारे एन्टरटेनर्स, सेलेब्रिटीज़ शामिल हुए। इस क्षेत्र में नये सिरे से करिअर बनानेवालों को राहत मिलेगी। इस से पहले बतौर बार टेंडर काम करना कोई अच्छा करिअर नहीं माना जाता था। पर अब नई पिढ़ी जो होटल मैनेजमेन्ट सीख रही है। सीख चुकी है, इस अलग करिअर में अपनी जानकारी रखते हैं। वैसे, मुंबई जैसे बड़े शहर में ६० जानेमाने पब्ज हैं, इन सभी पब्ज में कम से कम ३-४ फेमस मॉकटेल-कॉकटेल

होते हैं, इन मॉकटेल्स के कारण भी वहां आनेवालों की तादाद बढ़ती जाती है। और अनोखे मॉकटेल्स तैयार करना वहां के मिक्सॉलॉजिस्ट, रसायनज्ञ तथा बार टेंडर्स का कमाल होता है। कई सारे होटलों के केमिस्ट में भी इस तरह के भिन्न मॉकटेल्स तथा ट्रीमिंग ड्रिंक्स तैयार किए जाते हैं, और इनके साथ होती हैं, वहां की लज़ीज डिशेस। इन्हें तैयार करने के लिए आंवला, पुदीना, नींबू से लेकर फिश किया जाता है।

बहरहाल, मुंबई के नोवाटेल होटल में आरंभ हो चुके इस रंगारंग प्रतियोगिता का फिनाले अप्रैल में हुआ। मुंबई, पुणे, दिल्ली, चेन्नई तथा कोलकाता इन शहरों से सर्वश्रेष्ठ मिक्सॉलॉजिस्ट इस में हिस्सा लिया। इन सभी प्रतियोगिता में एक युवा महिला शेफ मिक्सॉलॉजिस्ट भी इस में शामिल हुई थी। उनका नाम है जाई पेंडसे। जाई से बातचीत करने का मौका इन्ग्रेडिअन्ट्स को मिला। जाई पेंडसे एक तेज-तर्रार युवती हैं, जो मुंबई के सबसे मशहूर पांच सितारा और हेरिटेज होटल ताज में रेस्टोरेन्ट मैनेजर हैं।

सबसे पहले जाई से जानना चाहा कि इस कॉरालेजो

टेक्नीक, मिक्सॉलॉजिस्ट में हिस्सा

लेकर उनका अनुभव कैसा रहा ?



जाई ने कहा, मैंने इस में भाग लिया है ताज की ओर से बहुत अलग-सा अनुभव लगा मुझे पर जाहिर-सी बात है कि इस तरह के अनुभव हमें जिंदगी में बहुत कुछ सिखाते हैं, आगे बढ़ने का मौका दिलाते हैं। एक सर्वसाधारण धारणा यह है कि, बार टेंडर का काम सिर्फ लड़के करते हैं। यह पुरुषप्रधान क्षेत्र है। कुछ हद तक सही है, पर लड़कियां भी यह काम सफलता पूर्वक कर

सकती हैं.. वर्ना मैं आज यहां नहीं होती। मुझे खुशी है कि, इस कम्पीटिशन में पार्ट लेनेवाले सारे कम्पीटिटर्स में मैं एकमात्र युवती हूं। हार-जीत के बारे में मैं कुछ नहीं दावा कर सकती, पर हां, अनुभव लेना, खुद की क्षमताओं को आजमाना क्या कम है? नये अनुभवों के जरिए ही तो हम सीख पाते हैं।

नये -नये मॉकटेल्स बनाना, या फिर ड्रिंक्स में विविधता लाना यह कैसे मुमकिन हुआ ?

इस मुद्दे पर बात करते हुए जाई ने जानकारी दी कि वो ताजमहल होटल के हार्बर बार में काम कर चुकी हैं। वहां पर काम करते हुए भी उनका इंटरैस्ट इस में बढ़ता चला गया। जाई ने कहा, महज दो साल पहले वे बकार्डी की तरफ से हुए कम्पीटिशन को दिल्ली में जीत चुकी हैं। जिससे उनकी हौसला आफजाई हुई। उनके लिए वो भी अपने-आप में एक अनोखा अनुभव था। वो उस कम्पीटिशन ड्रिंक्स में टॉप टेन में आयी। पहले तो ड्रिंक्स बनाते समय उनके हाथ काँप रहे थे। पर कुछ की पलों में जाई ने खुद को संभाला, इस तरह की कम्पीटिशन जीतनेवाली जाई देश की पहली महिला थी, जिसने बकार्डी कम्पीटिशन में एक नया रेकॉर्ड कायम किया।।

जाई आगे बताती है कि उनके पिताजी इंडियन आर्मी में कार्यरत हैं। मां-पिताजी, छोटा भाई और जाई सभी पुणे शहर के रहनेवाले हैं। पिताजी के आर्मी में कार्यरत होने के कारण घर पर अक्सर पार्टिया होती रहती। इन पार्टियों का आयोजन, संयोजन, मेन्चु डिसाइड करना, मां का किचन में हाथ बंटाना, कई बार भिन्न रेसिपीज को बनाना, इतना ही नहीं कॉकटेल तथा मॉकटेल्स को बार टेंडर्स की भूमिका में जाकर सर्व करना यह सारे काम जाई शिद्दत से करती आयी हैं। जाई की बनायी हर डिश की तारीफ होने लगी, और उनके द्वारा बनाया गया हर पेय लाजवाब बनता गया। यही वो पल थे, जिन से जाई के लिए भविष्य के सुनहरे रास्ते खुलते गए।

जाई ने जब बारहवीं कर इम्तिहान पास किया तो अपने करिअर पर सोचने का समय आ चुका था। उसने अपने माता-पिता से कहा, अगर वो होटल मैनेजमेन्ट करती है, तो वह उनका मनपसंद करिअर साबित होगा। अपनी बेटी की पसंद पर मुहर लगाते हुए जाई के पिताजी तथा माँ ने उसके लिए मणिपुर

यूनिवर्सिटी से होटल मैनेजमेन्ट का कोर्स करवाया। मणिपुर यूनिवर्सिटी से ही वेल्कम ग्रुप की तरफ से उन्हें प्लेसमेन्ट मिली। बहुत जल्द जाई मुंबई के ही नहीं देश के सबसे मशहूर-होटल ताज में बतौर असिस्टेन्ट रेसटोरन्ट मैनेजर मसाला क्राफ्ट में नियुक्त हुई। ताज में काम करने का अनुभव उन्हें इस क्षेत्र में और बेहतर साबित करता गया। जाई ने कहा यहां के हार्बर बार में काम करने वालों को भी देखते-देखते सीखने का मौका मिलता गया। जाई का मानना है कि, अब वक्त ने कुछ इस तरह करवट ली है, की अब हर क्षेत्र में लड़कियां-महिलाएं काम कर रही हैं, उन्हें कोई दुर्भावना की नजर से नहीं देखता। हर काम यदि पूरी लगन और निष्ठा से किया गया तो वो खूब अच्छा परिणाम दे सकता है।?

अपने काम और पेशे से जाई बहुत खुश है। फिर भी जाई से यह जानना चाहा कि क्या वे विवाह करने के उपरांत भी क्या बार टेंडरिंग और होटल बिजनेस में काम करना चाहेंगी। जाई ने कहा, “ मेरे काम के प्रति मेरे दिल में जज्बा और चाहत जगाने वाले मेरे माता-पिता हैं। मेरा छोटा भाई वो अभी आर्मी जॉइन कर चुका है, उसे भी मेरे काम के प्रति सम्मान की भावना है। मुझे नहीं लगता कि किसी को मेरे काम के प्रति कुछ गलत लग सकता है। मेरे होनेवाले पति को भी इस काम और होटल बिजनेस से कोई परेशानी नहीं, बल्कि सम्मान की भावना है। यदि मेरे काम को मेरा होनेवाला पति कम समझता है तो मुझे नहीं लगता कि, मुझे उससे विवाह करना उचित होगा।”

जाई सोचती है कि होटल बिजनेस में देर रात तक काम करने की समस्या को छोड़कर देखे तो इसके फायदे बहुत सारे हैं। यह पेशा अब प्रतिष्ठा का बन चुका है।

होटल बिजनेस और मिक्सॉलॉजिस्ट का करिअर हर नयी प्रतिभा के लिए नई दिशा, नया करिअर है। जिस में अपनी मंजिल तलाशने वाली जाई पेंडसे जैसे होनहार युवतियों की भी कमी नहीं है। नये भारत निर्माण का यह पहलू हमेशा खास रहेगा।

पूजा सामंत

भारतीय लस्सी का नया रूप



डेनॉन इण्डिया, विश्व की नं. १ दुग्ध उत्पाद कम्पनी ने भारतीय लस्सी का फोर्टिफाइड (संशोधित) रूप प्रस्तुत किया।

डेनॉन लस्सी तीन स्वादों में उपलब्ध है : मीठी, मसाला और आम के स्वाद वाली विश्व की नं. १ दुग्ध उत्पाद कम्पनी, डेनॉन ने अपने डब्लूबंद योगर्ट की सफलता के बाद, डेनॉन लस्सी को लॉन्च करके डब्लूबंद लस्सी के सेगमेंट में प्रवेश किया। डेनॉन लस्सी, मौजूदा स्वास्थ्यप्रद पेय (भारतीय लस्सी) का ही संशोधित रूप है। भारतीय स्वाद के अनुरूप बनाने के लिए इसे विशेष तौर पर विकसित किया गया है। डब्लूबंद होने की वजह से कामकाजी लोगों ने भी इसे पसंद किया है। डेनॉन लस्सी, तीन स्वादों में उपलब्ध होगी मीठी, मसाला और मैंगो जो कि मात्र १५ रु. के आकर्षक दाम में, मुंबई, पुणे, हैदराबाद और बंगलौर जैसे शहरों में बेची जाएगी।

लॉन्च के बारे में, श्री. जोशेन ईबर्ट, एम डी, डेनॉन इण्डिया, ने कहा "लस्सी एक परंपरागत भारतीय पेय है जो भारतीय घरों में अक्सर पीया जाता है और फर्मेंटेड दुग्ध उत्पाद में अग्रगामी होने के कारण, हमने भारतीय घरों के लिए एक बेहतर, क्वालिटी प्रोडक्ट लाने की जरूरत महसूस की। हमें पैकेज्ड डेनॉन लस्सी, जो कि अत्यंत शोध के बाद विकसित किया गया है, जो स्वाद में बेहतर है, जिसमें चार पोषक तत्व डाले गए हैं और वो भी १५ रु. की कीमत पर, पेश करते हुए हार्दिक खुशी हो रही है। हम आश्वस्त हैं कि हमारे मजेदार स्वाद सभी उम्र के लोगों द्वारा पसंद किए जाएंगे।"

"भारत जैसे देश में, जहाँ स्वाद और पोषण दोनों को समान दर्जा, प्राप्त है, यह जरूरी था कि हम अपने प्रोडक्ट को उचित कीमतों पर प्रस्तुत करें। भारतीय उपभोक्ता की बदलती मानसिकता के अनुरूप, जिसमें स्वास्थ्यप्रद, उचित मूल्य और आसान उपभोग शामिल है। डेनॉन लस्सी, विशेष रूप से पैकेज्ड है जो उपभोक्त को कुछ नया और इन्ोवेटिव ऑफर करती है। भारत में डेनॉन

लस्सी को लाना हमारे ब्रांड पोर्टफोलियो का लॉजिकल एक्सटेंशन है जिसमें योगर्ट और दूसरे पेय पदार्थ शामिल हैं और यह भारत के प्रति हमारी कमिटमेंट की सुदृढ़ता देता है।"

डेनॉन लस्सी, नखरेबाज से लेकर स्वास्थ्य के प्रति जागरूक, सभी उम्र और किस्म के उपभोक्ताओं के लिए, एक स्वास्थ्यप्रद और स्फूर्तिदायक विकल्प है। बतौर एक ब्रांड, डेनॉन अपने स्वादिष्ट और संपूर्ण आहार से स्वस्थ जीवनशैली को प्रमोट करने का प्रयास करता है जो कि इसकी टैगलाइन से जाहिर है स्टे फीटम फीट (Stay Fittum Fit)

इसके अलावा, डेनॉन लस्सी तमाम रिटेल और ट्रेड आउटलेट्स में उपलब्ध करायी जाएगी। इसमें एक वृहद मार्केटिंग कैम्पेन भी होगी जिसमें सैंपलिंग सेशन, एक्सटेन्सिव रिटेल विजिबिलिटी, आउटडोर और प्रिन्द एक्वरटाईजिंग शामिल होगी।

ज्यादा जानकारी के लिए संपर्क करें :

नीतीन जैतापकर - ९८३३३ ०५९८४

hjaitapkar@perfectrelations.com

समीर जोशी - ९८३३३ ०९९९६

sjoshi@perfectrelation.com



Devson Impex Pvt. Ltd

The One Stop Source for Pharma Excipients and Food Ingredients



Devson Impex Pvt. Ltd, a Crisil rated company based in Mumbai is an eighty-year-old group diversified into various activities. The Pharmaceutical, Food and Cosmetics Division was started by its CMD, **Chetan Tolia**, who made his humble beginnings with his first distribution ship of M/s. Tirupati Starch & Chemicals Ltd. Indore for Pharma Maize Starch for the Pharmaceutical Industry.

Chetan Tolia started Pharmaceutical Excipients in 2000. After gaining success and many agencies later, he added a Food Division in 2005 with overseas alliances with Companies like: CEAMSA -Spain, Huegli-Switzerland & Stahlbush - USA. Observing the fast pace growth of the Food Industry, DEVSON invested into manpower and development. Now DEVSON has an Application Laboratory in its office and demonstrates formulations of food products of their own ingredients.

Devson's marketing team is trained to become techno-commercial by their own internal training programs conducted by highly qualified seniors possessing. Devson's team includes MSc Food Technologist, B Pharma, B. Sc. for its promotion activities.

To maximize its reach Devson and to provide a

complete infrastructure to its business, Devson has a large office in Mumbai and a branch in Delhi with stock point as well as its own 6,000 Sq Ft warehouse.

Devson is an established name as a supplier in the field of pharmaceuticals excipients, food & Cosmetic Ingredients. DEVSON is very well known for food artificial sweeteners & Amino Acids. Chetan Tolia's hard work, business acumen and strong work ethics resulted with the company now being an importer, agent, distributor, stockiest and wholesale supplier of more than 25 domestic and international manufacturers. Some of its principals include: Huegli -Switzerland, Stahlbush-USA, Suzhou Hope Technology - China, Caemsa - Spain whom they represent exclusively in India and Ajinomoto -Japan whom they represent as stockiest for Amino Acid ranges. Its domestic principals



include among others, Modern Dairies for Dairy Ingredients, Gujarat Ambuja for Sorbitol and most recently, Adani Wilmar Ltd for Speciality Fats & Speciality Frying Oils.

Devson is strongly motivated by its vision "To be the Largest Ethical and Committed Supplier of the Pharmaceutical, Food & Cosmetic Ingredients from well known sources around the world."

It is Devson's endeavor to provide the right solutions to its customers on the Product they Need, Quality they Expect, Support they Deserve!

Devson Impex Product Range

Stabilizers: Carrageenan Gum And Pectin

Specialized Flavouring Solutions: Basenotes, Bouillons, HVP Replacer, MSG Replacer And Vegetable Profiles

Sweetners & Bulking Agent: Acesulfame-K (USP/BP), Aspartame (USP/EP), Erythritol (USP), Fructose, Maltitol (USP), Polydextrose (USP), Sorbitol Powder (USP), Stevia, Sucralose (USP),

Xylitol (USP/BP)

Dairy Products: Acid Casein, Calcium Caseinate, Edible Lactose, Full Cream Milk Powder, Lactose (IP/BO/USP/Edible), Modified Whey Powder, Rennet Casein, Skimmed Milk Powder, Sodium Caseinate, Whey Protein Conc. 35, 70% & 80%, Whey Protein Isolate

Starch & Allied Products: Dextrose Monohydrate, Liquid Glucose, Maize Starch, Malto Dextrin, Modified Starch (E-1442 & E-1422), Potato Starch, Pregelatinized Starch, Wheat Starch

IQF & Purees: Vegetable Purees, Asparagus, Broccoli, Butternut Squash, Super Sweet Golden Jubilee Corn

IQF Vegetables: Sweet Potato, Golden Jubilee Corn, Super Sweet Golden Jubilee Corn, Butter Squash, Butternut Squash

IQF Fruits: Blueberries Boysenberries, Cranberries, Marion Black Berries, Strawberries

Fruit Purees: Apricot, Blueberry, Cranberry, Marion Blackberry, Raspberry

Antioxidants: Bata Carotene (Many Forms), Lutein (Many Forms), Lycopene (Many Forms)

Gums: Locust Bean Gum, Tara Gum, Xanthangum (Transparent)

Speciality Products: Beta Cyclodextrin, Pea Protein





Oats



**FREE
RECIPE
BOOK#**

NOW MAKE UPMA HEALTHIER.

Make traditional recipes more wholesome with the goodness of Saffola Oats, which now include a free recipe booklet with loads of wonderful oats recipes. So go ahead and cook up a healthy and delightful meal for your family in a matter of minutes.



Speciality Oils - Rich in Flavour and Good for Health

With more oils entering the market, there is one for every culinary occasion and with an increasing demand for world food experiences, many kinds of oils or more specifically, speciality oils that draw inspiration from several different continents have been developed giving a wide array of choices to the consumer.

Indian consumers are not as apprehensive as before but are open to experiment, try and discover what the rest of the world has in store for them. Now is the time to learn more about what these speciality oils can do to add flavour, taste and aroma and bring that newness and freshness into our everyday cooking, marinatings, baking, salad dressings and much more!

Specialty Oils range encompasses a whole world of culinary delights where the tastiest, most delicious ingredients are used in order to bring out the perfect edible oils. Speciality Oils like the Chinese Stir Fry Oil, Safflower Oil and Toasted Sesame Oil add depth to everyday dishes and are ideal for marinades, dressings, vinaigrettes, sauces and baking or simply to enhance the flavor of meat, poultry, vegetables and seafood.

Dipping Oils

Dipping Oils are based on olive or sunflower oils. These oils are versatile and flavourful; they can be used for much more than dipping bread. They look and taste wonderful. Freezed dried herbs are used as they look and taste fresher than regular dried herbs thus making the dipping oils mouth-wateringly enjoyable.

Balsamic Vinegar and Italian Herb Olive Oil with Balsamic vinegar and the addition of basil, black pepper and garlic, is wonderful as a base for salad



dressings. This can also be used to marinate meat and fish before barbequing or drizzle over potatoes prior to roasting for a delicious crispy flavour.

Basil and Sun Dried Tomato- A traditional combination of olive oil, basil and sundried tomatoes. It works best and is delicious when served with tomatoes and freshly cut mozzarella, or used as a tasty ingredient in soups, bruschettas and sauces.

Garlic and Chilli Dipping Oil- A delicious blend of olive oil, garlic, chilli and pepper - perfect for dipping warm bread or adding heat and flavour to dressings, sauces and pasta dishes.

Simply Extra Virgin Olive Oil and Balsamic Vinegar- A delicious combination that is perfect served with soft bread as an appetizer or used as a base for salad dressings.

Basil and EVO

Intensely herby and complemented by the peppery

taste of Spanish Extra Virgin Olive Oil, this dipping oil adds an aromatic flavour to sauces, pasta, risotto and is the perfect accompaniment to Italian bread.

Flavoured Oils

They are the epitome of convenience, allowing you to add depth and flavour to any dish quickly and easily – you get all the flavour without the preparation! You have Garlic, Basil Chipotle and for the creative home chef – citrus flavours of Lemon, Blood Orange and Lime!

Basil Oil- This delicious herby oil is the ultimate complement to tomatoes, and also pairs beautifully with onions, garlic, and olives. Use as a base in salad dressings, or drizzle over vegetables, pizza, fish and seafood. It also adds aromatic flavour to poached, fried or scrambled eggs.

Blood Orange Oil- The taste of blood oranges is traditionally incorporated into many Italian recipes, from starters to deserts. This delicious oil is ideal with salmon, roasted duck or grilled vegetables. It is perfect to drizzle over any salad or to simply add a twist of citrus to olives.

Chipotal Oil- Flavoured with smoked jalapeno peppers, this oil adds a smoky spicy flavour to grilled and barbequed meats. Great for creating spicy marinades or giving heat to sauces and dips.

Garlic Oil- Garlic has been cultivated for thousands of years for its culinary attributes. It's easy to see

why, as the delicious, robust taste boosts the flavour of any dish! Garlic Flavoured Oil provides you with all the distinctive taste and aroma of fresh garlic and is ideal for enhancing all types of Mediterranean cuisine from pizzas to pastas and salads.

Lemon Oil- A fresh, zesty oil that is fast becoming a cherished kitchen companion! It gives fish, poultry and vegetables a tangy twist and can be used to enliven anything from simple salads to adventurous dish.

Lime Oil- This deliciously tangy oil will enhance both sweet and savoury dishes. Ideal for use in desserts, pancakes and pastries, as well as adding zesty flavour to fish, seafood, salads and sauces. Lime Flavoured Oil can be used across so many types of cuisine – South American salsas, Indian Curries, Thai dishes, European salad dressings – it is a must-have ingredient in your store cupboard!

Infused Oils

These oils are infused with 100% fresh ingredients and are ideal for drizzling over salads or creating mouth watering dressings and sauces. They are produced by permeating healthy olive oils with the



freshest, high quality herbs to create delicious, intense flavours. They are not chemically processed, contains no additives and are 100% natural.

Basil Oil- Delicious drizzled over tomatoes and mozzarella, used in pesto or combined with white wine vinegar as a dressing, this oil is also perfect for sautéing chicken and as a base for pasta sauces.

Chili Infused Oil- It adds spice to sauces and dips, pizzas, soups and pasta dishes. This oil gives a fiery twist to potato wedges when tossed with salt and pepper.

Garlic Infused Oil- Garlic is one of the most indispensable flavours around and can be used to add tang to almost any dish! Stir through mashed potato or mix with butter, drizzle over pizzas and pastas, or simply use as a salad dressing or dip.

Lemon Infused Oil is perfect brushed over fish to give it a fresh, zesty flavour before baking or grilling. It gives salads a citrus twist, is delicious drizzled over risottos and can even be used to add tang to pancakes and muffins.

Mint Infused Oil- This oil can be drizzled over boiled or mashed potatoes and served with lamb, poured over toasted bread for a tasty bruschetta or added to a salad for a fresh kick.

Rosemary Infused Olive Oil gives a wonderful herb flavour to roasted vegetables, can be brushed over meat before grilling or can be added to pasta for a mouth-watering twist.

Ginger Oil- It is used in confectionery, beverages and baked products.

Nut Oils

These versatile oils have a variety of uses, ideal for

marinades, dressings, vinaigrettes, sauces and baking or simply to enhance the flavour of meat, poultry, vegetables and seafood.

Hazelnut Oil- With a variety of uses to suit all tastes, this oil adds a fine gourmet taste to salads, marinades and mayonnaise. It also brings a subtle flavour to baking and continental cookery. You will get the delicate taste of hazelnuts while it will not overshadow the other flavours in the meal.

Walnut Oil- Its delicate nutty taste enhances salads, marinades, dressings and dips without overpowering the dish.

Sweet Almond Oil is delectable in both sweet and savoury dishes. It can be used to add a subtle nutty flavour to salad dressings and stir fry's, but is also delicious in cookies, muffins and cakes.

Premium Oils

These oils not only meet the culinary demands of the discerning chef, but in line with the increasing need for a healthy eating lifestyle, most of them have been chosen for their specific nutritional qualities.

Avocado Oil is smooth, rich and has a slightly buttery taste. It doesn't overpower food with a strong flavour; it simply enhances the taste of a wide variety of dishes. It is clean tasting with no greasy aftertaste, making it ideal for a whole host of usages! Use to sauté potatoes or simply drizzle over steamed vegetables for a taste sensation without the guilt of butter!



Macadamia Nut Oil- A rich, buttery oil, suited to both hot and cold applications, including frying, baking and roasting. It is famed as one of the world's healthiest oils, due to its amazingly high content of monounsaturated fats – even higher than olive oil! Use of the oil is well promoted in heart-healthy eating programs. It is extracted by cold pressing the nuts to produce a golden coloured oil. Cold pressing retains all the valuable nutrients present in the nuts.

Pumpkin Oil- A deliciously nutty oil, rich in flavour and colour, perfect for an array of gourmet dishes. Not only does it taste great, it is one of the most nutritious specialty oils. After slightly roasting the seeds, the oil is extracted by cold pressing the seeds to produce a dark green coloured oil. Cold pressing the seeds is important in protecting the omega content of the oil. Pumpkin Seed oil meets the trend towards fresh, health-conscious cooking and is quickly gaining a reputation amongst chefs worldwide. You can sprinkle it over risotto, roasted



vegetables, pasta, fish or chicken before serving or drizzle over goats cheese as a simple tasty appetizer.

Flax Oil- Bursting with Omega-3 Essential Fatty Acids, adding Flax-seed oil to your diet is an easy way to improve your well-being. This deliciously nutty oil is unique in the fact that it is shelf stable, even in a clear glass bottle! Mix with peanut butter before spreading on rice cakes, bread or toast, or combine a teaspoon with banana, berries and milk to make a delicious smoothie.



Hempseed Oil is extracted by cold pressing the seeds, which is needed to protect the unique nutritional profile of the oil. This oil is consistently smooth, nutty and flavourful. Drizzle over soup, pasta or stir-fries or use in a wide variety of dips such as pesto, bruschetta and mayonnaise.

Organic Sunflower Oil- The ideal 'all round' oil that can be used extensively in numerous applications. It is perfect as a base for salad dressings, can be used to sauté meat and vegetables or even to fry chips and potato wedges.

White Truffle Oil- White truffles are sometimes known as the "fruit of the woods" and can be used to add wonderful flavour to a whole host of dishes. Ideal for adding depth and a distinct flavour to risottos and can be added to stews, gravy, stuffing and sauces for an exquisite flavour.

Fairtrade Brazil Nut Oil- The oil is cold-pressed, un-refined, and extra virgin and can be used extensively in both sweet and savoury dishes. It is perfect for brushing over a steak before grilling, drizzling over roasted vegetables or as an ingredient for pastries, muffins and cakes. It is also healthy, containing Omega 3, 6 and 9. It's an excellent source of selenium (an antioxidant), it's low in saturates and contains no cholesterol.

Seed Oils

This type of oil offers great tasting and enhances the flavour of any dish and helps you to recreate dishes from around the world!

Grapeseed Oil- This is a light, delicate oil that adds a delicious crispness to food whilst retaining the



original flavour, perfect for roasting and shallow frying. Due to its neutral flavour, it is often the preferred oil of fish and seafood restaurants. Grape seeds are a by product of wine production, therefore this oil typically originates from the wine growing regions of Europe. The oil is extracted through solvent extraction and then refined giving it a pale green/yellow colour.

Groundnut Oil is also known as Peanut or Arachis oil. It has a warm, rich flavour that adds a subtle, nutty taste to a variety of dishes. It is ideal for salad dressings, marinades, mayonnaise, and adds the smooth taste of peanuts to fried dishes, particularly in Chinese and Continental cooking.

Safflower Oil is wonderfully light in both colour and taste and is widely used where a neutral flavour is required. It is particularly suited to shallow frying but can also be used in salad dressings, for basting and roasting.

Toasted Sesame Seed Oil- Toasted sesame seed plants have been grown since ancient times, originating from Asia, also produced in South America, Africa and India. They are known to be more drought-resistant than other oil seed plants. Toasted Sesame Oil is used extensively in Asian-style cuisine. It has a strong flavour and should therefore be used sparingly in stir-fry's, to create dressings or dips or simply to drizzle over steamed rice or vegetables.

World Oils

These oils were developed to bring popular Asian flavours to the busy home chef.

Chinese Stir Fry Oil provides the home chef with the indispensable Chinese flavours of garlic, ginger and toasted sesame oil in one handy bottle. This oil can be used to season steamed vegetables, drizzle over noodles or brush over chicken before grilling therefore giving a delicious authentic taste

Thai Stir Fry Oil- Combining some of the traditional flavours of Thailand, such as aromatic coconut and oriental spices, Thai Wok oil is perfect for sautéing meat or vegetables or adding flavour to sauces and dips.

Fiery Toasted Sesame Oil- An innovative, delicious oil with the added kick of chilli, it gives heat and flavour to any eastern recipe. It adds an intense spicy twist of flavour to Asian cuisine, sauces and marinades.

Pasta Oil- A tasty oil that combines Extra Virgin Olive Oil, Sunflower Oil, black pepper, basil and garlic to enhance the flavor of a wide variety of dishes. It is used for stirring into sauces, drizzled over pizzas or even brushed over meat before grilling.

Spray Oils

LC Olive & Sunflower Oil Spray

Spray oils are the perfect cooking ingredient for



people who are following a calorie controlled, cholesterol free and low fat diet or for people who simply want to stay healthy. This easy action cooking spray delivers less than 1 calorie per spray. One can thus control the amount of oil used with no spilling or dripping. Spray oils like the Olive oil and Sunflower oil can be used for frying, roasting, grilling, baking, sautéing and seasoning.

Commodity Oils

These oils cover a wide variety of commodity oils, from an ingredient in the manufacturing of ice cream, margarines, dressings and mayonnaises, to simple applications such as cooking oils for shallow and deep frying, roasting, baking and sautéing.



Coconut Oil

The Coconut palm is one of the most versatile plants cultivated on Earth. Coconut Oil is solid at room temperature and the main fatty acid is lauric and the composition and use resembles that of palm kernel oil. It is used in the manufacture of ice cream and margarines as well as in bakery and confectionery fillings.



Palm Kernel Oil is white or yellow, has a pleasant taste and smell. It is widely used in the oleochemical industry as well as for human consumption. The hard fraction is used as cocoa butter substitute while the oil itself or the softer fraction can be used as a filling fat.

Palm Oil is an important and versatile raw material for both food and non-food industries. The palm fruit is the source of both palm oil, which is extracted from palm fruit and palm kernel oil, extracted from the fruit seeds. Palm oil has a melting point of around 37°C and is often processed into different fractions. Olein fractions are widely used as cooking oils and for deep fat frying due to Olein's low melting point. Mid fractions and stearins are used as solid components in margarines and spreads, bakery, confectionery and many other food applications.

Rapeseed Oil

Rapeseed has a uniquely low content of saturated fatty acids and a high content of monounsaturated fatty acids. It is also a rich source of omega-3 fatty acids (linolenic acid) in the diet. Based on its nutritionally well balanced composition rapeseed oil is used in many applications including mayonnaises, dressings and spreads. With the addition of an anti-foaming agent, rapeseed oil can also be used to shallow and deep fry. However, the fry life of the product is relatively low.

Sunflower Oil

This pale yellow, mild-flavoured oil is derived from



the crushing of sunflower seeds and is high in polyunsaturated fat. It is best suited for use at low temperatures. Sunflower Oil is excellent for shallow frying, basting and roasting. It is also a great base oil for mayonnaise and dressings and can be used as a salad oil. Sunflower Oil is not well suited for deep frying because of its relatively low stability.

High Oleic Sunflower Oil is a special variety with a completely different fatty acid composition, which is developed through conventional plant breeding techniques. This oil is used in applications with special demands on oxidation stability or in special nutritional blends such as infant formulas.

Olive Oils

With its mild and subtle flavour this product is perfect for shallow frying or roasting meats and vegetables. Griddle, sauté and baste meat, poultry and fish. Excellent base for salad dressings to create that authentic Spanish feel.



It typically comes in four varieties: Extra Virgin, Virgin, Refined and Extra Light.

Extra Virgin- The highest quality and most expensive from among the olive oils, this oil comes from the first pressing of the olives. This versatile oil

is ideal as a salad dressing or seasoning to soups and stews.

Pomace Oil- Offering a fine delicate flavour, this oil is made by blending olive pomace and virgin olive oil. It is ideal for griddling, sautéing and basting meats. Shallow fry or roast meat, poultry fish or vegetables to give that added flavour to food.

Butter Alternatives

Liquid vegetable oils with butter flavours offer that superiorly rich, deliciously buttery taste, be it for shallow frying, grilling and roasting or as a recipe ingredient, butter alternatives can be used anywhere the unique taste of butter in cooking is required.



Butter is also commonly used in cooking either alone or with oil. Butter brings a richness to sauces, it's also great for adding at the end of the cooking process to add a little sweetness and shine to the food. Butter has a smoke point of 150c.

Another form of butter, referred to as clarified butter or ghee is used in the preparation of Indian food. It has a slightly nutty flavour and a high smoke point. Ghee has a smoke point range between 190c and 250c. ■

Edible Oil Scenario in India

Edible oils are most often plant-based oils. It is a food substance manufactured for human consumption wholly or in part from a fat or oil other than that of milk. Plant-derived edible oils consist of carboxylic acids with long hydrocarbon chains, in contrast to petroleum-based oils which lack the carboxyl group on the end. The carboxyl group is what makes the oils edible, providing a site for our enzymes to attack and break down the chain in a process called beta-oxidation. The lengths of the hydrocarbon chains and whether they are saturated or not, or unsaturated in a cis or trans-conformation, determines how easily they are metabolised and how healthy or unhealthy they are as part of our diet.

India is one of the largest producers of oilseeds in the world and this sector occupies an important position in the agricultural economy. India contributes about 6-7% of the world's oilseeds production. Oilseeds and edible oils are two of the most sensitive essential commodities. India grows oilseeds on an area of over 26 million hectares, with productivity of around 1000 kg a hectare. Edible oil production has increased over the years but self-reliance in edible oils is not in sight and the country imports almost half of its edible oil requirements. There has been a large gap between the domestic demand and production. Thus after China, India is the world's biggest importer of vegetable oil. The country's meet half of its edible oil requirements through import. It is the world's largest importer (ahead of the EU and China) and the world's third-largest consumer (after China and the EU). A growing population, increasing rate of consumption and increasing per capita income are accelerating the demand for edible oil in India.

India has a wide range of oilseeds crops grown in its different agro- climatic zones. Groundnut, mustard/rapeseed, sesame, safflower, linseed,

nigerseed/castor are the major traditionally cultivated oilseeds. Soyabean and sunflower have also assumed importance in recent years. Coconut is most important amongst the plantation crops. The Indian edible oil industry is composed of some 15,000 oil mills, 600 solvent extraction units, 250 vanaspati units and about 400 refining units.

The National Council of Applied Economic Research has projected the demand for edible oils under three scenarios on the basis of per capita income growing annually by 4%, 5% and 6%. Under the low growth scenario, the demand was to rise to 22.8 million tonnes, under medium growth scenario to 25.9 million tonnes and under high growth scenario to 29.4 million tonnes in the near future. The edible oil industry is largely dominated by the bulk segment. Unbranded segment accounts for anywhere between 80 and 90% of the total consumption. Imports are taking place in two forms- refined and crude oil. A large part of the crude oil gets sold as unbranded oil. The share of raw oil, refined oil and vanaspati in the total edible oil



market is estimated at 35%, 55% and 10% respectively.

Vanaspati also has an important role in our edible oil economy. Its production is about 1.2 million tonnes annually. It has around 10% share of the edible oil market. It has the ability to absorb a heterogeneous and newer variety of oils like soyabean, sunflower, ricebran and cottonseed and oils from oilseeds of tree and forest origin, which do not generally find direct marketing opportunities because of consumers' preference for traditional oils such as groundnut oil, mustard oil, sesame oil etc, found their way to the edible pool largely through vanaspati route. Of late, things have changed. Through technological means such as refining, bleaching and de-odourisation, all oils have been rendered practically colourless, odourless and tasteless and, therefore, have become easily interchangeable in the kitchen. Newer oils which were not known before have entered the kitchen, like those of cottonseed, sunflower, palm oil or its liquid fraction (palmolein), soyabean and ricebran. These tend to have a strong and distinctive taste preferred by most traditional customers.

With growing quality consciousness and plummeting price differences between packaged and non-packaged edible oils, the packaged edible oil sector will capture 50% of the market share in coming years. The packaged branded edible oil industry is growing at 12% annually. Major players like Marico Industries is the market leader with its two main brands, Sweekar and Saffola, having 15% market share, followed by ITC Agrotech's Sundrop at 13%. Godrej Foods has a market share of 11% and HLL's Flora has 3%. Cargil sells edible oil through Nature Fresh and Gemini brands, Ruchi groups with Ruchi Gold and Mahakosh Oil, Adani Wilmar Limited, owner of Fortune brand, National Diary Development Board's Dhara brand and other small players own rest of the packaged edible oil market.

Going by the market statistics, the edible oil sector is all set for a boom in the market. There are two major features, which have very significantly contributed to the development of this sector. One

was the setting up of the Technology Mission on Oilseeds in 1986. This gave a thrust to the Government's efforts for augmenting the production of oilseeds, the evidence of which was the impressive increase in the production of oilseeds from about 11.3 million tonnes in 1986-87 to 24.8 million tonnes in 1998-99. The country saw a decline in production in 1999-2000 due to unseasonal rain and inclement weather. However, the oilseeds production went up to 27.98 million tonnes in 2005-06 and according to estimates by the Ministry of Agriculture, the production of nine major oilseeds was about 31.10 million tonnes during 2010-11 (Nov.-Oct.). The other dominant feature which has had significant impact on the present status of edible oilseeds/oil industry has been the programme of liberalisation under which the Government's economic policy allowing greater freedom to the open market and encouraging healthy competition and self regulation rather than protection and control. Controls and regulations have been relaxed resulting in a highly competitive market dominated by both domestic and multinational players.

Favoured Edible Oils by Indian Consumers

Being a vast country, India and its different regions comprising of many diverse cultural patterns and food habits have developed specific preference for certain oils largely depending upon the oils available in the region. For example, people in the South and West prefer groundnut oil, coconut and sesame oil while those in the East and North use mustard/rapeseed oil. We also find that the inhabitants of the northern plain are basically hard fat consumers and therefore, prefer Vanaspati, a term used to denote a partially hydrogenated edible oil mixture.

Groundnut Oil

Groundnut oil has a pleasing and sometimes light nutty flavor. In addition to its great taste, it is perfect for deep-frying. It does not absorb the flavor of other foods cooked in the oil. Therefore, several items can be cooked in the same oil and each will maintain their own great taste. Groundnut oil is also



one of the world's traditional deep-frying oils because it can reach such a high temperature which keeps the outside of the food crispy and the inside very moist. It works well with all types of cooking. It is one of the healthiest oils as it is naturally trans fat-free, cholesterol free, and low in saturated fats. It is high in unsaturated fats, especially monounsaturated fat, like olive oil. It is also a source of the antioxidant, Vitamin E and phytosterols, which benefit heart-health.

Coconut Oil

The coconut palm through which coconut oil is obtained is the most important perennial source of oil grown in India. The cultivation of coconut is spread over the entire coastal belt and also some interior tracts. Compared to all other oil seed crops, coconut has the highest productivity as well as consistency in production and is less susceptible to abnormal climatic condition. This oil is mostly used



by the people of West and South India. It contains a high percentage of saturated fats but it is imperative to note that these saturated fats are much different from those found in animal fats like dairy products, eggs and meat. Coconut oil is rich in fatty acids such as lauric acid, which has anti-bacterial and anti-inflammatory properties.

Mustard Oil

India is the third largest mustard oil producing country in the world and the entire production is consumed domestically. This oil used predominantly in North and East India, has a high proportion of heart friendly MUFA and also of PUFA. However, if consumed in large amount, it may have an undesirable effect on our health due to the erucic acid content. Mustard oil is suitable for all kinds of cooking but again preferably in combination with other cooking oils.



Sesame Oil

Sesame, from which sesame oil is obtained, is called the queen of oil seed crops. A very healthy oil considered to opening doors to healthy living, Sesame oil which also goes by the names of Gingelly Oil or Til Oil, has a delightfully nutty flavour and aroma. It adds more taste and flavour to food and enhances the flavour of fried noodles and sautéed or stir-fried dishes. This oil is also used in marinades, vinaigrettes, sauces and dressings.

Sunflower Oil

This good all purpose oil is useful for cooking and salads. It is light in taste and appearance and supplies more Vitamin E than any other vegetable oil. It is a combination of monounsaturated and polyunsaturated fats with low saturated fat levels. Sunflower oil is valued for its light taste, frying performance and health benefits. There are three types of sunflower oil available; NuSun, linoleic and high oleic sunflower oil. All are developed with standard breeding techniques. They differ in oleic levels and each one offers unique properties. With three types of sunflower oil available, sunflower oil meets the needs of consumer and food manufacturers alike for a healthy and high performance non-transgenic vegetable oil.



Rice Bran Oil

This oil is extracted from the germ and the bran of rice. It has a very appealing nut-like flavor. But perhaps its most notable feature is its high level of components with nutraceutical value such as gamma-oryzanol and tocotrienols. It is rich in Vitamin E, hence provides protection from cancer causing radicals. It has a high smoking point and can be used for deep frying. It does not give any off flavour while frying or even stir frying. It has a flavour ideal for Indian cooking. It can be used for

baking as it gives good texture and is great for salad dressing too. It has good shelf life and not expensive as olive oil.

Ghee

Desi ghee or clarified butter is prepared from milk fat. It is an essential item in Indian cuisine and contains several medicinal properties. It adds great aroma, flavor and taste to food than any other oil or fat products. It is considered the best cooking oil if used in moderation. The most popular and commonly used are cow ghee which is yellow in color, and buffalo ghee, which has an off-white cream color while ghee made from other animal milk such as sheep and mare milk are valued for their unique health benefits.



Vanaspati Ghee

It is nothing but a mixture of vegetable oils that have been converted to solid form by the addition of hydrogen. It is often used as a cheaper substitute for ghee. It is used by households, food manufacturers, restaurants as a frying medium for fried products as it helps increase their shelf life. It is also the most commonly used medium for making Indian sweets.

Courtesy: NPCS, India



Rice Bran Oil

A Tiny Step Towards Lifelong Health

By changing a single cooking ingredient in our meals, we can set the tone for manifold health benefits. Here are some insights about the advantages of Rice Bran Oil (RBO) experienced the world over.

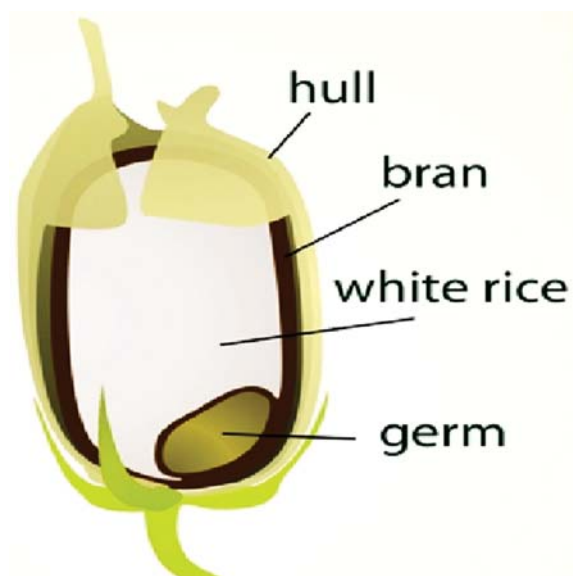
Given today's fast-paced lifestyles where exercise is seen as a chore, those interested in shaping up often totally cut fats and carbohydrates from their diet. Healthy variants of rice such as brown rice, as well as a minimal quantity of oil in food are required in a diet. Despite a need for their consumption for good health, these dietary elements are increasingly being neglected, especially by youngsters in their effort to look good. The same is true for older persons who face health ailments and are unsure of which foods work for them. As it turns out, by simply choosing the right foods, one can gain firm control of their health without compromising on their food habits. As opposed to the misconceptions regarding oil, our bodies require certain quantities of fat as part of low-fat meals to remain healthy. For instance,

nutrients present in oils can help the body maintain health and fight disease; delay oxidative damage; impede inflammation-causing enzymes; protect the vascular system, and strengthen capillaries. It is for this very reason that choosing the right oil in one's diet becomes crucial.

“The use of Rice Bran Oil; not more than half a liter in a month is sufficient for good health.”

-Dr. K.K. Talwar, Director PGI, Chandigarh, a renowned cardiologist.

In this vein, rice bran oil, obtained from the brown layer of rice is increasingly being known as a 'heart-friendly' oil based on its unique benefits for maintaining good health. People around the world are swearing by rice bran oil and the popularity for this new mantra of healthy eating is growing exponentially in countries like Japan, USA, Thailand and South Korea. In Europe, where health has always been a top priority for citizens, the oil is already a functional food. In fact, in contrast to the



oil's high demand-driven price in international markets, Indian consumers have an overwhelming advantage since it costs a fraction in the Indian market.

“A study examined the effects of Rice Bran Oil on diet. While the control diet did not lower the cholesterol, the one containing Rice Bran Oil lowered LDL cholesterol by 7%.”

- David W Grotto, RD, LDN

The Basis of its Popularity

To obtain crude rice bran oil, rice bran is processed by a solvent extraction process. The crude oil is then further processed through a vegetable oil refinery to produce refined rice bran oil, which then becomes fit for consumption. The rice bran oil so obtained is being regarded as a healthier alternative to several popular edible oils, given its ideal SFA/ MUFA/ PUFA ratio and EFA ratios that most ideally match the prescribed levels suggested by WHO. The oil contains 'oryzanol,' which increases HDL or good cholesterol in the body, while lowering LDL or bad cholesterol and triglycerides. As opposed to an absence of oryzanol in vegetable oils such as olive, canola, peanut, soybean and grape seed; rice bran oil has 2,000 ppm (parts per million) of this precious nutrient. The oil has 0% trans fatty acids; known to have several ill influences on health. Similarly, the presence of other nutrients such as tocotrienols, squalene, lecithin, linoleic acid and natural antioxidants makes the oil highly beneficial in manifold ways.

When health is a priority, Tocopherol or Vitamin E and tocotrienols in rice bran oil reduce serum cholesterol and hepatic cholesterol biosynthesis. It is a potent antioxidant with anti-thrombic and anti-carcinogenic properties. Natural antioxidants prevent coronary problems, certain strains of cancer, arthritis and delay the natural aging process. Rice bran oil acts as an anti-oxidant to reduce the incidence of stroke and coronary blockage, while maintaining the general well-being of the nervous system. Additionally, tocotrienols deter blood platelet aggregate and control the growth of human



breast cancer cells. Rice bran oil helps reduce diabetic complications since it contains Lipoic Acid. Lipoic Acid helps stabilise blood sugar levels and controls the ravages of excess sugar in the body. The oil also contains IP6, a chelating and anti-oxidant agent, referred to as a newly developed vitamin. Its benefits extend to bio-active functions and include the prevention of urinary calculi, improvement of the immune system as well as anti-cancer actions. Rice bran oil has curative properties for nerve imbalance and disorders associated with menopause. Lecithin, another nutrient found in the oil nourishes the brain. And finally, linoleic and oleic acid makes the oil pleasing and versatile in taste.

“An evidence-based oil, which saves us from ravens of heart disease, oxidative stress, diabetes and thyroid. Rice Bran Oil-it's a true life saver.”

-Dr. Shashank R. Joshi, MD, DM, FICP, FICN,
Endocrinologist, Lilavati Hospital, Mumbai

The Diverse Advantages of Rice Bran Oil

- Frying takes less time, saves energy
- Longer shelf-life
- Nutritionally superior
- Anti-viral capability
- Better protection for heart and related blood
- More stable at high temperatures

- Better taste and flavour
- Contains more micro-nutrients
- Economical: 15-20% less absorption of oil while frying
- Rice bran oil has zero trans fat

Beauty and Weight Control

Rice bran oil in one's diet allows for total health maintenance. The oil is lactose-free, has zero cholesterol and trans-fat. It aids metabolism of fats while ensuring increased energy levels and building up the body's immunity to diseases. Rice bran oil contains squalene, an anti-oxidant which improves skin tone and delays wrinkle-formation. It also helps prevent dandruff and itching. This wonder oil also stimulates hormonal secretion and revitalises health, making it a tangible boon for the health conscious.

Dishing up Good Food

Rice bran oil has several applications. It can be used as cooking oil, in salads, for deep frying foods or as a Vanaspati. Apart from its inherent health-centric virtues, rice bran oil has other functional advantages too. These are properties that can make the oil a success with chefs and homemakers as well. Cooks may be interested to know that the consumption of rice bran oil is generally 15–20% lesser due to its low absorption in foods. The oil has a longer shelf-life and is more stable at high cooking temperatures. Due to its high smoke point of 254°C, rice bran oil is perfect for high-temperature cooking methods like grilling and deep frying. It also fries foods quicker, saving valuable energy. Finally, this oil borrows its flavour from the food itself, becoming an immensely versatile cooking ingredient. Because food prepared in this oil is crisp, tasty and healthy, rice bran oil is being widely used in restaurants and bakeries today. Some of the currently popular rice bran oil brands in the market include Ricela, Tandul, Amrut, Sundrop Gold, Riso, Saffola Gold and RiceGold, to name a few.

“The most balanced and versatile oil in the market and the closest to the American Heart Association's

recommendation is Rice Bran Oil.”

*-Dr. A.L. Gerhardt & Dr. N. Gallo, Dept. of Medicine,
University of California, USA*

Embracing Rice Bran Oil

India is increasingly becoming prey to an array of lifestyle diseases. Until now, the country's health-conscious populace preferred olive and canola oil in their meals, but these are incidentally unsuitable for cooking. Nutritionally, rice bran oil is superior to olive, canola and several other edible oils used today. It not only has more micro-nutrients and anti-viral capabilities to ensure good health, but given its low absorption, it is an economical choice among cooking oils. Promoted as a 'health food' in global markets, rice bran oil and supplements have witnessed tremendous demand owing to their highly beneficial properties for health and well-being. It may be hoped that the advantages of rice bran oil are soon harnessed to alleviate the nation's emerging health concerns. More demand for rice bran oil will also spell an optimal realisation of paddy crops for farmers; generate employment and satisfy the shortage of edible oil in the country.

What Scientific Studies Reveal about Rice Bran Oil

- Researchers from Japan's National Research Institute of Brewing point out those Rice Bran fractions appear to have beneficial dietary components that alleviate hypertension, hyperlipidemia and hyperglycemia.
- Human trials conducted at the National Institute of Nutrition, Hyderabad have confirmed significant decline in total cholesterol, particularly triglyceride levels, by using Rice Bran Oil over just 30 days.
- Studies conducted in Japan demonstrate that certain components in Rice Bran Oil can control high blood pressure.
- Studies undertaken at Taiwan's Taipei Medical University reveal that Rice Bran Oil is useful for raising insulin sensitivity in case of Type 2 Diabetes.

Courtesy: The Solvent Extractors' Association of India ■

Advanced Enzyme Technologies: Tapping on the Power of Enzymes for a Healthy Life

In conversation with Mr. C. L. Rath, Chairman and MD, Advanced Enzymes Technologies Ltd, South East Asia's largest enzyme manufacturing plant. A stalwart in the field of enzymes, Mr. Rath has been called upon for many special assignments by the government and the industry alike.



What are Enzymes?

Enzymes are biological catalysts in the form of globular proteins that drive chemical reactions in the cells of living organisms. As such, they have evolved – along with cells – under the conditions found on planet Earth to satisfy the metabolic demands of an extensive range of cell types.

"Enzymes themselves are eco-friendly. They are a solution to cut down CO₂ emissions. Enzymes are part of the solution. They are like bio-energy as they do not cause any pollution; in fact they could be a way to solve our environmental problems. Industries all over the world are changing rapidly. Processes that are normally divided into three or more steps can now be clubbed together using enzymes.

Enzymes are expected to be the choice for global industries in the coming future. These are the reasons for the shift of industries from chemicals to enzymes.

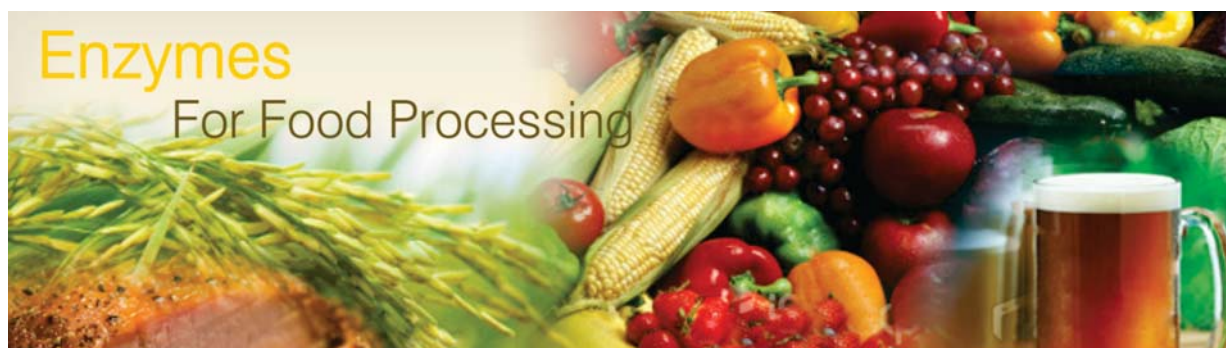
Enzymes are very target specific and they operate in

mild temperature and pH conditions, thus saving tremendous energy and treatment cost. Enzymes help manufacturers in achieving the desired quality which in turn reduces the number of further steps. Downstream processing cost for product recovery and purification is low.

High Awareness, information and understanding is required to exploit enzymes to their full potential. Enzymatic solutions can be used in various other industries as well, like food processing, dairy, brewing, bakery, leather, paper, textiles, bio-diesel etc. The list goes on; there is no limit to the usage of enzymes. Moreover, it is assumed that enzymes are expensive but in reality they are economical, speeds up the production process and delivers optimum quality.

Why are Enzymes important?

Enzymes are the “base” of any form of life! If life exist in any form, all the “actions” - creation, maintenance and destruction are being performed



using only Enzyme Energy!

Only Enzymes have “discrimination” power (called VIVEKA). All other forms of energy do not have any “discriminating power”! Enzymes do not create any “waste” and are the Greenest of all Green Energy.

Doesn't our body produce enough enzymes on its own?

A healthy body has enough enzymes on its own! For treatment of diseases, all drugs are given to either increase some beneficial enzyme action or decrease some harmful enzyme action created by the disease.

Can you please elaborate the role of enzymes on the food processing and other industries where it has applications?

The word Enzyme comes from EN-ZYME. That means power of Zyme (yeast). Traditionally various kind of “fermented” and “sprouted” foods have been used in our daily life – yogurt, sprouts, malt from barley, idli, dhokla, etc. Fruits and vegetables do have several benevolent enzymes assisting our life and does not use much of the body's enzyme reserves for assimilation.

Modern food technology and natural product processing can not be done well if we do not use enzymes! Same is the case for various industrial processing, including very high toxic producing industries like Leather, Paper and Pulp, Textile, etc.

The key challenge for the enzyme industry is producing so many needed enzymes at economical costs and creating “easy to use” formulations for user industry. Unfortunately, current industries have been using predominantly ancient energy sources

like – Heat (Thermal), Mechanical, Chemicals (acid, alkali, salts, solvents, etc), Now assisting them and changing the current practices which are not designed “enzyme action friendly”, is a bit of challenge. Yet with a strong determination, we can do that.

One of our patented process and product use almost “instant” high temperature Cotton Bio-scouring in a continuous large integrated textile plant and also it can be used in traditional “jigger” type batch process! Similarly, we did get a patent to produce leather using no chemicals! We have patents for enzymatic growth promoter for any agriculture crop! We also have patent for “Multi Drug Resistant Tuberculosis” using Enzymes to assist high success rate with various drugs.

The opportunities of using enzymes are endless but also very demanding and trying. We took 17 years of research and over 580 commercial trial “failures” to reach Bioscouring of Cotton.

We are working on several food applications and have patent on Biobleaching of Wheat Flour! We have also now patented a process to produce Soy Flour without any harmful NSP since Protein Nutrition is being considered a key area for Children & Animal Farm Goods industry.

How many enzymes are manufactured for use in the global food industry?

I do not have the exact count yet it could be over 100+. Many new enzymes are being discovered and also “engineered” now

Does the use of enzymes differ regionwise worldwide and according to food habits or is there a standard usage of enzymes irrespective of food habits?

The answer is Yes and No! The awareness that enzymes are beneficial for human life is higher in “developed” nations than in “developing” ones. Also, enzymologists have to meet the challenges of creating new enzymes plus processes to meet the needs of “developing nations”! Scientists at our Advanced Enzymes R&D have developed unique products based on



enzymes for “instant idli, dhokla, dosa, etc” for the benefit of the common housewife who has little time available to prepare food when she is suddenly swarmed by guests who visit her home without prior intimation.

What are the different methods used in enzyme production?

Enzymes have been produced by one and all. Industrial enzyme production is more about using two kinds of fermentation – Solid State Fermentation (Bread process), or Liquid Fermentation (Yogurt Process). Several companies also use “sprout” methods to produce malt from grains like barley, sorghum, etc.

What are the most commonly used enzymes in food production?

Proteases, Carbohydrases, Oxi-Reductase, Lipases, are most commonly used in food production.

Occupational safety concerns have focussed on allergenic properties as it is well established that enzymes are potent inhalative sensitizers and can cause allergic reactions including asthma. Toxic substances including bacterial toxins and mycotoxins might also be present in enzyme isolates and might thus constitute a safety risk to consumers. Can you comment on this?

Proteases have been found to have some issues on “allergic reactions” for people suffering from asthma or breathing disorders since they do have dead proteins in the lungs and proteases do digest them causing “bleeding”. There are a safe list of microorganisms which does not produce any toxins and are mostly used for enzyme production based on years of long research.

What are the safety regulations in place with regards to enzymes application in food products?

Some people can be allergic to enzyme dust. Hence we always recommend handling with proper dust preventing hoods and gloves etc.

What has been the driving force behind the worldwide success of Advanced Enzymes and also being credited with the status of a leader in enzyme production?

Innovation has been at the base of our very existence. We have been working with complete ethics in the business where many think that business and ethics does not go together!

We have followed a much focused approach for the past 53 years and huge R&D investment in enzyme research as well as our human resources! We are probably amongst the few companies who give 21 working days to every employee for his/her training along with 10-20% of their gross salary for training as a part of their job!

We have been a Research Driven Company with 8-9% of our revenue being invested consistently for this for the past 20+ years! We also have built South Asia's largest enzyme production facilities to match our rapid growth.

How many enzyme products has Advanced Enzyme come up with since its inception and what is your clientele globally?

We have over 1000+ products and our products are being sold in over 37 countries directly (58+ countries indirectly). We have over 65% revenue from our international operations. Many top fortune 500 companies patronize us and it has been growing rapidly now as many more are learning about the unique proposition we offer in “customizing” their needs.

Can you throw some light into your proposed Enzyme Association and its objectives?

The sole purpose is to assist one and all in the use of enzymes for a better quality of life.

What is the preamble and what do you plan to achieve?

I seldom plan anything! It all happens with God's guidance and grace. ■

Subscription Form

INGREDIENTS
BUSINESS Give Your Business An Edge



YES!
**I want to
subscribe**

Name: _____

Designation & Dept.: _____

Company: _____

Nature of Business: _____

Address: _____

City: _____ Pin: _____ Phone: _____

Mobile: _____ Email: _____

Payment details: Cheque/DD No. _____ dated _____

drawn on _____ Bank for (amount)

_____ in favour of

NEW MEDIA COMMUNICATION PVT. LTD payable at Mumbai. (Kindly
add Rs.100/- for cheques payable outside Mumbai).

1 Year (6 Issues) - Rs 450/-

2 Years (12 Issues) - Rs 800/-

3 Years (18 Issues) - Rs 1125/-

For Advertisements and other information, contact:

Madhavi Singh / Arvinder +91 22 2920 1999

Email: madhvi@newmediacomm.com

Dear Readers,

Let's have a conversation!

We'd love to hear from you!! Tell us what you think about Ingredients Business.

Send your thoughts, suggestions and share your ideas with us.

The Editor,

Ingredients Business

New Media Communication Pvt. Ltd

New Media House, 1 Akbar Villa, Near Old State Bank Bus Stop, Marol Maroshi Road,
Marol, Andheri (East), Mumbai - 400059, India.

Tel:- +91 22 2920 8888 / 2920 2999. Telefax: +91 22 2925 5279. Email: satya@newmediacomm.biz

Organic Certification

By: Mr. Prabodh Halde

&

Ms. Chetana Bhandari

Regulatory, Marico Ltd

Background

Organic farming is the form of agriculture that relies on techniques such as crop rotation, green manure, compost and biological pest control to maintain soil productivity and control pests on a farm. Organic farming uses fertilizers and pesticides but excludes or strictly limits the use of manufactured (synthetic) fertilizers, pesticides (which include herbicides, insecticides and fungicides), plant growth regulators such as hormones, livestock antibiotics, food additives, and genetically modified organisms.

Organic agriculture is the oldest form of agriculture on earth. Technological progress during World War II resulted in post-war innovation in all aspects of agriculture, leading to advances like large-scale irrigation, fertilization, and the use of pesticides. But these inorganic methods have had serious side effects over time such as pollution of water bodies from washed away fertilizers, decreased nutrient availability and low organic matter content of soil, health problems to animals and humans etc. Thus it is required to adopt an appropriate approach suitable to our requirements which is not at the expense of ecology, environment and the well being of people: thus the need for organic agriculture. It is also one of the approaches to meet the objective of



sustainable agriculture which is the need of the hour.

Organic agricultural methods are internationally regulated and legally enforced by many nations, based in large part on the standards set by the

International Federation of Organic Agriculture Movements (IFOAM), an international umbrella organization for organic farming organizations established in 1972

IFOAM defines the overarching goal of organic farming as:

Organic agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved..."

Since 1990, the market for organic products has grown from nothing, reaching \$55 billion in 2009 according to Organic Monitor (www.organicmonitor.com). This demand has driven a similar increase in organically managed farmland. Approximately 37,000,000 hectares



(91,000,000 acres) worldwide are now farmed organically, representing approximately 0.9 percent of total world farmland (2009) (see Willer/Kilcher 2011).

Indian Scenario : AGMARK CERTIFICATION

Internationally and nationally, standards regulate production methods and in some cases final output for organic agriculture. Standards may be voluntary or legislated. But certification of products/process may be described as what confidence in organic agriculture rests on. An organized system of inspection and certification supported by regulations enables to build a confident consumer community. Thus, Government of India has implemented the National Programme for Organic Production (NPOP). The National Programme for Organic Production proposes to provide an institutional mechanism for the implementation of National Standards for Organic Production, through a National Accreditation Policy and Programme. The National Programme for Organic Production includes the policies for development and certification of organic products and provides national standards for organic products and processes. The standard for National Programme for Organic Production provides information on standards for organic production, systems criteria & procedures for accreditation of certifying bodies, the national organic logo and the regulations governing its use.

India has been exporting certified organic foods for some years now and the demand is gradually on the rise with respect to domestic markets too. Keeping in view the growing demand and to check fraudulence in organic production, the Ministry of Agriculture, GOI launched the notification "Organic Agricultural Produce Grading and Marking Rules, 2009" in 2009. Thus organic agricultural produce may now be graded and certified under AGMARK. AGMARK is the accreditation body and the Agricultural Marketing Adviser issues the certificate of authorisation to certification agencies authorising them to certify organic farms, products and process, to grade and mark organic agricultural produce. Any accredited

inspection and certification agency under the NPOP is eligible for the grant of certificate of authorization under these rules by applying with complete documentation as prescribed in the guidelines. These authorized inspection and certification agencies in turn certify the agricultural produce of operators/grower groups as organic.

Requirements

The quality of the produce must be as provided in the NPOP. It must also comply with residue levels of contaminants as provided in the FSSAR rules. The requirements for method of packing and labeling of agricultural produce have been prescribed. Some of the packing requirements include use of food grade packing material, employing approved additives for manufacturing packaging films etc. The label of the produce must be provided with the person/company legally responsible for the production with the grade designation mark securely affixed to each package as approved. The ink used for marking must not contaminate the produce.

Grade Designation

The grade designation for such certified agricultural produce will be "Agmark India Organic". The grade designation mark consists of Agmark India Organic Insignia which is a design incorporating the name of the commodity, certificate of authorization number and the grade designation. The mark may be affixed to products or used on packaging or promotional material or in context of advertising activities.

AGMARK C.A. NO. :

Name of the Commodity.....

Grade: - Agmark India Organic

This decision of Ministry of Agriculture enables farmers, farmer groups and processing units to use Agmark Organic Certification for their products. This ensures organic produce that are sold in the domestic market to comply with India's organic agriculture regulation - NPOP as well as grading and marking rules under Grading and Marking Act 1937.

Certification Procedure & Fee

The procedure of certification is generally provided

by the authorised inspection and certification agency. Typically, the process of certification involves review of operator's application by agency, pre-inspection procedures, farm inspection by agency, sampling procedures and lab analysis, post inspection and evaluation. Post this, the decision of certification is taken and communicated to the operator.

The fee structure for the certification process will be devised from the components namely the application fee, travel and inspection cost, assessment and report preparation (man-day cost) and issue of certificates.

The charges are fixed in the following categories annually, namely:-

- i) grower groups (small and marginal farmers);
- ii) co-operatives and cottage industries;
- iii) large farmers, estates and exporters;
- iv) medium and large sized processors.

Documentation

The guidelines issued by AGMARK for the organic certification enlists in detail the documents required to be submitted by operators/grower groups to the AICA as listed below-

1. Duly filled in Form-3 and Form-5.
2. Self attested copies of the proprietorship declaration/partnership deed/Memorandum and Articles of Association/Bye-laws of society, etc.
3. Blue print or neatly drawn sketch of the premises (where the commodity shall be graded and packed) showing all dimensions duly signed by the authorised person of the firm.
4. Following declarations on non-judicial stamp paper of minimum Rs. 5/- in the prescribed proforma – III.
 - a. Ownership of premises.
 - b. Ownership of proposed Trade Brand Label (TBL).
 - c. Use of proposed TBL only on the packages graded under Agmark.
 - d. Use of eco friendly packaging material of food grade quality as permitted in Prevention of Food Adulteration Rules, 1955 and use of only approved additives (given in Appendix 6 of the National Programme for Organic Production) in

manufacturing of packaging films.

5. Copy of the consent letter from the legal owner of the premises, in case, the premises is not owned by the applicant and taken on rent/lease.

6. Specimen copy of the proposed Trade Brand Label of each commodity.

7. Medical fitness certificates issues by the Registered Medical Practitioner certifying that the workers engaged in the handling of the product in the various operation, are free from communicable and contagious diseases.

8. Consent letter from the permitted printing press to print Agmark India Organic Insignia.

Market Potential - (India)

With the change in dietary need and enhanced income coupled with awareness for health there is a growing appreciation for organic products. Many of the hotels consume green food grown under the contracts. Organically labeled fruits and vegetables are also appearing on some of markets. Since India has a much larger area which have used minimal pesticides and chemical where potential for conversion exist, organic movement has taken root in many of the states and there is growing demand especially in cities and the market is expected to grow more than 20 per cent annually. It is envisaged that 20 per cent of production shall be organic in 5 years.

Organic farming provides long-term benefits to people and the environment. Awareness and education in western countries has brought about an unprecedented demand for organic foods. There is a need in India for public information and education to encourage more appreciation for organic foods and certification will support and enhance the consumer confidence.

Food Safety and Standard Authority India has introduced the new category of food as 'Organic Food' as per Section 22. There will therefore be a huge potential for organic food in the near future.

*(The author can be contacted on
prabodhh@maricoindia.net or 09820278746)*



A look at the events taking place in the Food and Beverage Industry around the world



BTA 2012

The International Food & Beverage Machinery, Technology and Ingredient Trade Fair.
May 15– 18, 2012 Barcelona, Spain
www.bta-bcn.com/en

World Food Azerbaijan

The World Food Azerbaijan Exhibition is an important and significant event in the regional food industry.
May 2012, 16 – 18 Baku, Azerbaijan
www.worldfood.az

2012 IDF Cheese Ripening & Technology Symposium

Explore innovative technologies and the latest scientific findings in the field of cheese ripening and technology.
May 21 - 24, 2012, Monona Terrace, Madison, Wisconsin, US
www.idfcheeseus2012.com

Vitafoods Europe 2012

The meeting place for everyone interested in nutraceuticals, functional foods and the functional drinks industries.
May 22– 24, 2012, Palexpo, Geneva, Switzerland
<http://www.vitafoods.eu.com>

Eurocarne 2012

Eurocarne is the 25th International Exhibition for the Meat Industry.
May 24– 27, 2012, Verona, Italy
www.eurocarne.it/en

Stevia Tasteful 2012

The 4th World Congress on Stevia and Food & Beverages formulation will focus on the challenge of the perfect formulation, how to reach the perfect balance.
May 24– 25, 2012, Paris, France
www.wso-site.com

Singapore Food Expo 2011

More than 100 exhibitors will showcase a thousand different quality products, from fresh interpretations of familiar products to newly commercialised fares.
May 27 - 31, 2011, Singapore Expo Hall
<http://www.singaporefoodexpo.org.sg>

Chocovision 2012

The first Chocovision Conference will be under the theme 'Balance the Challenge. From cocoa to chocolate – strategy, sustainability and success'.

June 5– 7, 2012, Davos, Switzerland
www.chocovision.ch

Paris Polyphenols 2012

This conference brings together experts from academia and industries to debate on the latest scientific advances in the field of polyphenols.
June 7– 8, 2012, Paris, France
www.polyphenols-site.com

Sustainable Foods Summit 2012

This is regularly attended by senior executives in the food industry, providing sponsors an ideal platform to reach key decision-makers.
June 7– 8, 2012, Amsterdam, the Netherlands
www.sustainablefoodssummit.com

Coffee Fest Chicago 2012

This Fest has been serving the specialty coffee and gourmet tea industries since 1992.
June 8– 10, 2012 Chicago, USA
www.coffeefest.com

IPC 2012

The International Scientific Conference on Probiotics and Prebiotics.



June 12– 14, 2012 Kosice,
Slovakia
www.probiotic-conference.net

3rd Food Protein Innovation Conference 2012

This network will bring together senior managers with food and beverage manufacturers from various food industries.

June 13 & 14, 2012, Amsterdam, the Netherlands
<http://www.cvent.com>

10th International Vaccinium & Other Superfruits Symposium

The state of findings on the effects of Vaccinium species and other super fruits on health, function and disease will be reviewed.

June 17– 22, 2012
Maastricht, Province of Limburg, the Netherlands
www.vaccinium2012.com

Rosupack 2012

The largest exhibition for the packaging industry.

June 18 – 22, 2012
Moscow, Russia
<http://rosupack.com>

IDF/INRA International Symposium on Spray Dried Dairy Products

June 19 – 21, 2012
St-Malo, France
<https://colloque4.inra.fr/sddp2012>

Food Hospitality World

Bangalore, Palace Grounds
June 21-23, 2012
India's largest professional B2B annual trade show for the food, drink and hospitality market.

Eating Out Europe 2012

This is the most high-profile gathering of top executives from across the branded restaurant, fast-casual, QSR, hotel group and contract catering sectors.
June 26 & 27, 2012
Millbank Tower, London, UK
www.eatingouteurope.com

Food Factory 2012

6th International Conference on the Food Factory for the Future.
July 4 – 6, 2012, Laval, France
www.food-factory.fr

World Sustainable Agriculture Congress 2012

This event brings together businesses from across the food value chain to explore ideas, strategies, partnerships and CSR initiatives.
July 10 – 12, 2012, Singapore
www.imapac.com

SEMINARS:

Association of Food and Drug Officials (AFDO) Annual Conference

Providence, Rhode Island, USA.
June 3-6, 2012
A seminar that will focus on food

producer and importer responsibilities, including foreign supplier verification and preventative controls, as well as re-inspection fees and other costs to be borne by the food industry.

The NLS Food Chain Summit

June 5& 6, 2012
Pointe Hilton Tapatio Cliffs Resort, Phoenix, Arizona, USA
The foremost summit in entire food industry, the conference will look into the supply chain structure of the industry, highlighting the logistics and transportation challenges and discuss the implementation of lean six sigma and cold chain solutions.

Food Safety Management Conference

June 19& 20, 2012, Campden BRI, South Gloucestershire, England.
A conference on food safety management, food safety legislation and Audit Standards, Training and Competency with discussions on the latest developments in established approaches of Food Safety, innovative techniques and the legislative aspects of developments and experiences in food safety. Debates and discussions on global food safety challenges is one of the highlights of this conference.



EXHIBIT AT FI INDIA 2012 AND SHOWCASE YOUR PRODUCTS TO AN AUDIENCE WORTH MILLIONS!



Food Ingredients



Nutraceutical Pavilion

BOOK
YOUR STAND
NOW!

Fi India 2012

6-7 September 2012 Bombay Exhibition Centre, Mumbai, India

www.ingredientsnetwork.com/india

Food ingredients India 2012 is a driving force to India's processed food sector and has a fundamental role as facilitating the industry's only meeting place. With a strong economy and rapidly expanding middle class, this is your opportunity to achieve future growth.

- **Personal contact** - The relationship-driven Indian business culture requires face-to-face business conduct.
- **Be the first** - The strong loyalty tendency of the Indian business culture will benefit companies that build brand awareness the earliest.
- **Qualified audience** - around 80% of Fi India visitors are senior managers with the power to purchase your ingredients.



**FOR MORE
INFORMATION**

CONTACT
Deepali Mehta
Jimesh Patel

EMAIL:
deepali.mehta@ubm.com
jimesh.patel@ubm.com

TEL:
+91 22 66 12 2600

Putting Science Into Agriculture Mahyco's Mission Since 1964



A pioneering seed company, Mahyco is focused on developing genetically enhanced crops with the use of gene transfer technology. This ongoing research facilitates Mahyco to always remain at the forefront of supplying top quality seeds to the farming community. Mahyco believes in utilizing the latest technological developments for the good of farmers and the people. The recent developments in hybrid seeds would go a long way in addressing the need for feeding a growing population. It has always been Mahyco's endeavour to provide the best hybrid seeds.



Maharashtra Hybrid Seeds Co. Ltd.

4th Floor, Resham Bhavan, 78, Veer Nariman Road, Mumbai-400020

Tel.: 022 30273025, Fax: 022 22047871

E-mail: info@mahyco.com, website: www.mahyco.com