

# INGREDIENTS

## BUSINESS

GIVE YOUR BUSINESS AN EDGE

# Food Ingredients & Its Baking Process



### Exclusive Interviews

Aazib Shaikh, Ekta Bakery

Ahmed Khan, Choice Bakery

Birender Kumar Shrivastav, Denish Foods

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हिंदी विभाग

Founder Chairman  
Late Shri R.K. Prasad

**Published by:**

**New Media Communication Pvt. Ltd.**

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**Liaison Officer:** Vrunda Gurav

**Executive Database:** Madhavi Singh

**Circulation:** Jawaharlal, Santosh Gangurde,  
Vijay Wangade

**Art Director:** Santosh Nawar

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**Dear Reader,**

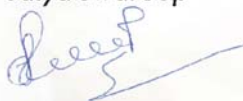
Greetings & welcome once again to the **Ingredients Business!** This is our fourth issue & we have grown bigger than our expectations. We thank all our readers and advisers for the massive support and appreciation provided by them through their feedback. This has given us the extra push to work harder to effectively bridge the gap between the bakery practitioners and the Ingredients manufacturers to help the bakery business do better.

In this effort we have the interviews of the top bakery practitioners putting forward their problems, strength's, thoughts and much more that they come across in their day-to-day business. We have the interview of Ahmed Khan from Choice Bakery, Birendra Kumar Shrivastav from Denish Foods and Asib from Ekta Bakery. Further, not to forget the regular column by Vivekanand Ojha. We also have an article that talks about food packaging and its safety. Packed in is an article covering good packaging materials.

Owing to the positive response from our Hindi readers, we have from them an article on bakery packaging, the five bread ingredients to avoid, and much more. I am sure that you would enjoy reading this issue.

Happy reading and a prosperous New Year.

**Satya Swaroop**



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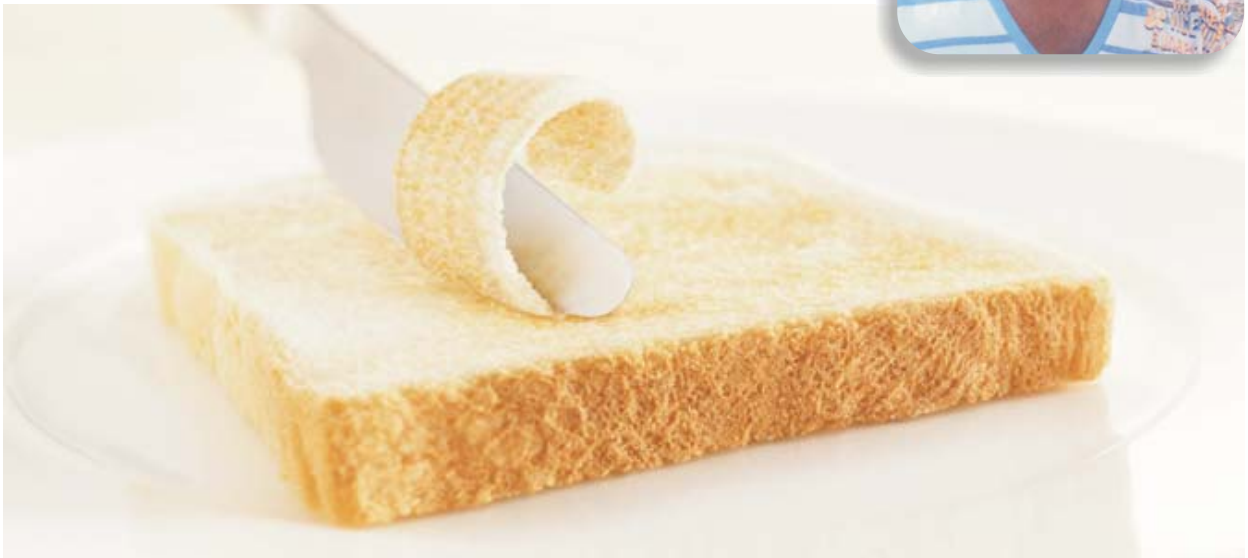






## Ekta Bakery

Ekta bakery was established in 1991 & there after was given on rent. From the past six years it has been taken over & run by Mr Aazib Shaikh. This new generation entrepreneur has fresh ideas to revolutionize the bakery industry. In an interview with the **Ingredients Business** he shares his vision for his business, problems & much more. Lets see what he has to say.



### **Q1) How long have you been taking care of this segment of bakery?**

A) I have been taking care of this segment of bakery for the last six years.

### **Q2) Could you please tell us when and who started Ekta Bakery?**

A) It was started by my father in 1991 but we had given it on rent as I was studying. Since the time I finished my study in hotel management, I have been running it.

### **Q3) Could we say this bakery is solely run by you?**

A) Yes, you could say that.

### **Q4) We see a lot of products available in your bakery. Could you give us a rundown about the products available in your bakery?**

A) As you are aware we are in the local bakery business so we have different types of toasts,

butters, buns, pastries, cakes & various local products as right now we are concentrating on the local market.

### **Q5) How do you produce your products?**

A) On order basis

B) Walk-ins

C) Regular customers or some way else

A) It is more on walk-ins as we don't have regular customers. Here what happens is people come & purchase products based on their requirements. That's how we get customers.

### **Q6) Which are the fastest moving products of your bakery out of all the products that you produce?**

A) Toast & butter are the main products that are of massive production & are the fastest moving from our bakery.



## **Q7) What are your plans for Ekta bakery 2 years from now?**

A) My plans as of now are to aim for exports mainly of toast, butter & butter that is chiefly used for khari. We are basically planning for exports as there is a huge competition in the local market. Hence we feel that exports can benefit our business in a positive way.

## **Q8) Are you planning to dedicate your business towards exports only i.e. will you stop your local business?**

A8) No we will not stop our local business. However it depends on the export orders that we get. Based on orders we will take the decision. As of now it is difficult to say on the same.

## **Q9) Are you planning to open new branches of your bakery? If yes, then how long from now?**

A9) Right now we don't have plans to open new branches and would like to concentrate on this unit & you would be aware that export of bakery products in itself is like opening new branches.

## **Q10) Based on your experience in this industry, how much investment is required to produce good & safe products?**

A10) Investment completely depends on what machinery you are using, the products that you are producing & the labour that you are using as manufacturing of bakery products could be both labour oriented & machinery oriented. If your bakery is machinery oriented then your cost is definitely high.

## **Q11) Any approximate amount figure if any?**

A11) This is difficult to say as there are different recipes for different products. Hence investment changes accordingly. To give you an example, for



butter we use pure ghee which is expensive. Hence giving an amount won't be feasible on my part.

## **Q12) Which edible oils do you prefer for your bakery products?**

A12) We prefer Kamani & Liberty oils for our bakery products.

## **Q13) Why two oils? Why not one brand of oil for all your bakery products?**

A13) It's because every product has to be bifurcated with specific category of oils.

## **Q14) What are the challenges you face in bakery business?**

A14) Competition is the main challenge for us. As you are aware there are not less than 4,000-4,500 bakeries in the city & all are producing similar kind of products & no one is specialized in any one kind of product. Hence competition is the biggest challenge for us.

## **Q15) Are there any suggestions that you give to the ingredients manufactures to help the bakery business do better?**

A15) The main ingredient in bakery is refined wheat flour. If your flour is of good quality then your product is going to be good & if it is of low quality then it is not going to be good and hence quality of wheat flour matters the most. Also not to forget that price plays a vital role here. Due to competition we cannot increase our prices & infact we reduce prices. To add to it, superior fine Maida is at Rs.400-500 price difference which we cannot afford as the selling price of bakery products gets affected directly.

## **Q16) How important is education for this industry?**

A16) Education is extremely important as it plays a vital role in imparting knowledge about producing good quality products, food safety, running business wisely and profitably. According to me education is important not only for the owners but also for labourers. ■



## Role of Food Ingredients in the Baking Process



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Bakeries commonly produce leavened products that may include bread, cakes, biscuits, pastries, pizzas, pies and tarts. While it is quite easy to call to mind various examples of baking products, the range of ingredients that is used within them is diverse. Some of these ingredients are considered as essential and some of them as optional depending on the type of bakery product. Each of these ingredients has specific functions to play in various bakery products.

**Flour:** Refined wheat flour is the basic raw material in all the bakery products. But the requirement of the quality of the flour varies from product to product. Flour quality can be defined as the ability of flour to produce uniformly good end product. Flour that is good quality for one bakery product, for example cookie or cake may not be good quality for other bakery product such as bread.

Flours are generally classified into two broad groups, strong flour and weak flour. Strong flours contain relatively high percentage of gluten forming proteins. Proteins from strong flours form tenacious, elastic gluten of good gas retaining capacity. Strong flours require more water to make dough of optimum consistency. Water absorption of strong flour is usually around 60%. Dough made from strong flour has excellent handling quality. Weak flours, on the other hand, have relatively low protein content. Protein (7-8%) from weak flour forms weak, relatively non elastic gluten of poor gas retaining capacity. Weaker flours have relatively lower water absorption (53-55%). Weaker flours are more suitable for the production of cookies and cakes. Ash content of flour is considered as important measure of the flour quality as it gives an indirect measure of the degree of refinement of flour. Bureau of Indian standards allows 0.7% ash in refined wheat flour,



while prevention of food adulteration act allows 1.0% ash.

**Water:** Water is needed in the formation of dough having viscous properties. The consistency of the dough is related to its water content. Water is needed to develop the gluten proteins and also for the necessary swelling of the starch. Quality of water namely, the hardness and pH play an important role especially in the bread - making process. Generally, water of medium hardness (50-100 ppm) is most suitable for use in baking. Some of the salts present in water have strengthening effect on gluten proteins. Therefore, excessive hard water is undesirable because it tightens the gluten structure too much. Excessive amount of salts in the form of their bicarbonate also tend to increase the pH of the dough, which is not desirable for yeast and enzyme activities in bread dough. Soft water on the other hand yields soft and sticky doughs.

**Sugar:** Sucrose is the most commonly used sweetener in bakery products. Sugar is an optional ingredient in bread formulation but essential ingredient in cookie and cake formulations. In a bread formulation sucrose is hydrolyzed into glucose and fructose by the yeast enzyme invertase. Glucose is fermented by yeast to produce carbon dioxide and alcohol. In cookie formulation sugar imparts sweet taste to the product. Sugar also contributes to color and texture of cookies. In a cake formulation sugar imparts sweetness to the product; assists in the incorporation of air cells while creaming ; provides good grain, flavour and texture to the product; aids in retention of moisture; prolongs freshness; and promotes good crust colour.

Granulation of sugar plays an important role in both cookie and cake formulations. Sugars according to different particle size are classified into: granular sugar (6-30 mesh); castor sugar (30-80 mesh); pulverized sugar (80-120 mesh); and icing sugar (120 mesh and above).

Cake and cookie formulations may also contain other types of sweeteners such as invert syrup, high fructose corn syrup, dextrose, honey, malt syrup etc.

**Fat (Shortening):** The importance of fat as baking ingredient varies essentially with the type of bakery product involved. Fat is an optional

ingredient in a bread formulation but an essential ingredient in cookie and cake formulations. The bread formulation generally contains 2 to 5% of fat. Fat is added at relatively high levels in cookie formulations. In a cookie dough fat prevents the gluten formation. Inclusion of fat tends to insulate the gluten-forming proteins from the water and consequently, a less tough dough results. The greater the amount of fat, the greater the insulating effect will be.

Fat is an essential ingredient in cake formulations. The major function of fat is to tenderize the cake. Fat helps in the entrapment of air during creaming process, resulting in aeration and hence leavening of the product.

Several types of fats are available for use in bakery products. Butter, margarine, commercially available bakery shortenings which might also contain emulsifiers are some of the fat used in bakeries. Emulsifiers promote a uniform dispersion of the fat, with its entrapped air cells, thereby providing many sites for the water vapor to expand during the baking stage.

**Surfactants:** Surfactants or surface active agents are also referred as emulsifiers. Some of the commonly used surfactants in bakery products are lecithin, glycerol mono stearate(GMS), sodium stearoyl lactylate (SSL), and diacetyl tartaric acid esters of mono- and diglycerides (DATEM).

In bread formulation surfactants help in delaying the onset of staling or reduce the firming rate of bread. Addition of appropriate levels of surfactants results in an increase in the volume of bread, in a more tender crumb, in a finer crumb structure. The primary functions of emulsifiers in a cake batter are to enhance the incorporation of air and so create number of air cells; to disperse the shortening in sufficiently small sized particles so as to produce a maximum number of air cells.

**Eggs:** Eggs constitute one of the basic ingredients of cake making. An important characteristic of egg protein is that they can be readily whipped into foam. During the whipping process the proteins are denatured and form relatively stable aerated structure that is capable of supporting other ingredients. When proteins of egg white are alone used it exerts toughening effect on cake crumb. On the other hand, the egg yolk imparts tenderizing effect on the cake crumb. The eggs also contribute



color and flavor to the cakes. Angel food cake, which contain only the egg white, are generally bright white in colour. Egg yolk imparts a rich yellow colour to sponge and yellow cakes.

**Salt (sodium chloride):** Salt is used in almost all the bakery formulations for its flavor and flavor enhancing properties. It is used at a concentration of 1.0 to 1.5%. Salt that is used in bakery products should have a granulation such that it is free from lumping and is free flowing.

In bread dough salt performs three principal functions. Apart from imparting flavor to the product, salt also has a tightening effect on the gluten proteins of the dough. This strengthening effect is especially desirable where soft water is used in the formulation. Salt also has an inhibitory effect on yeast activity. This function of salt may be advantageous where high dough temperature prevails due to which yeast activity might take place at an erratic rate.

**Yeast:** Bakers yeast belongs to the fungi group and to the species *saccharomyces cervisiae*. Yeast is available in two forms namely compressed yeast and active dry yeast. The main difference between the two types of yeast is their moisture content. Compressed yeast has a moisture content of about 70% while dry yeast has 6-8 % moisture. Yeast is one of the essential ingredients in a bread formulation. Yeast performs three important functions in a bread formulation. These are leavening, dough ripening and flavor development. Yeast utilizes sugar to produce carbon dioxide supply, osmotic pressure and yeast concentration. Along with ethyl alcohol yeast also produces several other organic components such as organic acids, aldehydes, and ketones etc. that impart typical flavor to bread.

**Leavening:** The Primary function of leavening

agents in baking is to provide a gas for aeration and expansion of dough or batter during mixing and baking. Leavened products are light, porous and spongy with the textural quality and desirable palatability. There are three groups of aerating agents. Firstly mechanical leaveners where air is incorporated into the doughs and batters during creaming and mixing actions. Secondly, the chemical leaveners, which are the principal means of leavening in the production of cakes and cookies. Thirdly, the biological leaveners such as yeast, which is used mainly in bread formulations. There are essentially two components in a chemical leavening system. Bicarbonate, which supplies carbon dioxide, and an acid that triggers the release of carbon dioxide from bicarbonate in the presence of water.

Leavening agents are responsible for good volume, tender crumb, uniform crumb structure, bright crumb colour, softer texture and enhanced palatability in all the bakery products.

**Shelf life extenders:** Consumers are increasingly demanding high food quality and that such quality be maintained at a high level during the period between purchase and consumption. The three most common forms of deterioration in baked products are Staling, Moisture loss and microbial spoilage.

The reason why moulds are important spoilage organisms in bakery products is that this food matrix has a relatively high moisture content and water activity. The most common way to prevent or control mould growth in foodstuff is by using the antifungal agents Potassium sorbate, a highly recommended anti moulding agent in cake, in crystalline powder form.

**Oxidizing agents:** Oxidizing agents such as potassium iodate, potassium bromate etc are used in bread formulations. When a dough is treated with appropriate levels of oxidants, it becomes more elastic. Such dough usually exhibits superior oven spring. The resultant bread possesses a good loaf volume, a smooth crust, uniform cell structure, a soft texture. ■



# Complaint & Remedies About PUFFS

By Vivekananda Ojha  
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Rishi Marketing Pvt. Ltd.  
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Earlier, I tried to explain you the process of kneading flour to make perfect dough for Puffs either with ice, water or mixture as per climatic conditions. Today, I will discuss with you an important topic related to Puffs i.e; Complaint & Remedies about PUFFS.

Every baker aspires to have his puff crispy, light in weight with a  
g o o d  
swelling.

experimenting with different brands of flour, fats or even blend different brands of flour & fats. Finally they target bakery shortening. They normally complain, “Sir, ghee sahi nahi thi isiliye Khaari fuli nahi” which means the shortening was not good enough to make the puffs swell. In that case my question to them is, “Why does chapatti swell even when there is no fat added to it”? The answer is simple i.e; moisture in dough. The

On my visit to bakeries the common complaints I receive about Puffs are:

- 1) Improper swellings in Puffs
- 2) Heaviness
- 3) Hardness in centre
- 4) Layer separation

To get the desired results, the bakers go on





bakers forget the basic thing that moisture in dough plays an important role for a good swelling in Puffs. While preparing chapatti no fat is added to dough yet the chapatti has a good swelling. No doubt it sets down later on as steam escapes from edges. Let's take the case of purri. When we fry purri in oil, the heat of oil converts moisture into steam & gives the swelling. Since the edges of purri are bound by oil, the steam has no chance to escape and hence purri remains in same state unlike chapatti.

Examples cited below will explain that moisture plays an important role in giving swellings in Chapatti, Purri or Puffs.

- 1) Chappatti swelling sets down as steam escapes from it.
- 2) Purri swelling stays in same condition as oil binds the two layers.
- 3) Puff swelling stays in same condition due to the binding between the layers.

In other words we can consider Puffs as baked purri or baked paratha with layers.

So for best result, we should take care of moisture in dough right from kneading to baking.

Preparation of Puffs is a time consuming process i.e; Kneading, Rolling, Laminating, Re-rolling, Cutting according to shapes & sizes, Baking etc. So there are chances of moisture evaporating in these processes. And hence we should add moisture at every juncture. After every rolling it is necessary to cover the cross with damp cloth so that temperature of bakery does not make cross dry or evaporates moisture. Finally, when tray is put in oven for baking, spray water & oil on puffs to get shine as well as swelling.

**Now let's learn about usage of fats. Bakery shortening plays an important role by**

- 1) Separating layers from impact of gluten.
- 2) Binding the layers while baking & giving shine to end product.

**Few Tips For Better Result In Puffs**

- 1) Take care of amount of moisture.



- 2) Flour should be of low gluten.
- 3) Add dough according to quality of bakery shortening or vice versa.
- 4) Temperature of oven should be set perfectly.

Now coming back to suggestion....

With arrival of new crop, the gluten content in flour is much higher compared to old wheat. Again during monsoon we face the same problem.

**Here are few remedies to reduce impact of gluten during this period**

- 1) Add lemon juice or citric acid\* to reduce the impact of gluten.
- 2) Increase the quantity of fat while laminating.

\*Minimum two grams of citric acid or lemon juice per 10 kgs. of flour.

**Hardness in middle of puff**

The only solution to this problem is to add some quantity of fats in liquid form while preparing the dough. For example if you are laminating fats (approx one kg) on cross, reduce it to 900 gms. Add 100 gms of fats into flour while kneading the dough. This will help you in making Puffs crispier plus will remove hardness from centre of Puffs.

You are welcome to put up your queries on bakery products.

In case of further clarifications on the above subject please do not hesitate to contact me on my mail id. ■

# Ensuring Safety With Quality

## **Food Packaging; Food Chemistry; Food Safety**

Expert is an expert in food packaging technology, materials, processes, and toxicology. His primary area of expertise lies in the overlapping relationships between packaging technologies, food processing/chemistry, and food safety/toxicology. He is especially well-versed in the effects of packaging on food safety and quality. Expert has been a national scientific lecturer for the Institute of Food Technologists and teaches short courses on food packaging and food safety.

## **Dairy Product Shelf Life**

Along with colleagues, Expert conducted research on increasing the shelf life of dairy foods by adding carbon dioxide. His earliest work involved adding CO<sub>2</sub> to cottage cheese, which has a relatively short shelf life of about 21 days. The results showed that adding CO<sub>2</sub> and packaging the product in high-barrier materials increased the shelf life by 2-3 times, and had no effect on the product's flavor. This process was commercialized with the help of Praxair, and 13 U.S. dairies have been adding CO<sub>2</sub> to cottage cheese for the past year. Expert predicts that his discovery has potential for use with dairy mixes (ice cream, yogurt), fluid milk or cream that is transported for further processing, long-distance transportation of dairy ingredients, and bulk storage of raw milk.

## **FDA Packaging Regulations**

Expert is active in regulatory issues related to food



safety and packaging. He is a former Fellow and Staff Scientist of the U.S. Food and Drug Administration, and currently is a member of the National Academy of Science's Committee on Food Chemicals Codex.

## **Packaging Migration; Food Packaging Plastic**

Expert is an expert on the migration or transfer of package components to products such as food. He has studied food packaging polymers and other food packaging components to see how much of such material migrates into the food that is packaged. He has both research and regulatory (FDA) experience in this area.

## **Package-Product Interactions; Modified Atmosphere Packaging.**

Expert is an expert in the effects of packaging on flavor, quality, and the shelf life of products. He has research experience in the area, especially as it relates to interactions between food flavor and packaging and the influence of modified atmosphere packaging on microbiology of foods.

Expert has worked on use, safety, and standards for food additives with the National Academy of Sciences (Food Chemicals Codex) and Joint Expert Committee on Food Additives (JECFA) for WHO and FAO for several years.

Expert is department Chairman at Expert's University and Director of the Institute of Food Science at Cornell. He has served on several national and international panels and research boards, including those of the Institute of Food Technologists. He teaches courses in food product development and has published over 300 research articles related to food, packaging, and food safety.

Expert conducts research on shelf life, especially as influenced by packaging and processing technologies. He has worked extensively in the use of carbon dioxide in processing and packaging foods. ■



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# Tighter Laws for Hygiene & Health Safety

Safety and hygiene is very important area in any food industry. Food factories have to keep basic good house keeping and hygiene standards as any lapse in this area would result in very poor performance of the business. This is also important as the Consumers are very sensitive to foreign body complaints or anything which might affect an individual's health. Some government have imposed very strict quality parameter for ingredients and their storage practices. Food safety in bakery industry has certain features which are different from other food factories. As consumers have become educated on food safety standards and health safety, Governments have responded with more laws on food safety. It would be highly recommended that bakery manufacturers invest good amount of funds to the food safety equipments and measures. To handle these issues International standards are being followed. Companies have opted for HACCP certification.

## Food Laws

Every country has its own food laws. Its is important for every manufacturer, exporter or importers adhere to the rules of the land for food products as it effects health of population.

Severe penalties are provided for any violation of these laws. This could also result in bad publicity and in worst case closure of the plant. Hence its is important for the manufacturer, importers and exporters to adhere to these laws.

### Food Laws important parameters are:

- Shelf life of the products
- Permissible limits of chemical/additives in foods
- Quality and specification of packaging
- Labelling
- Manufacturer details
- Local and international standards - health certificates





- General Hygiene
- Proper export /Import Documents
- Laws for storage and transportation.

### Important Food laws and regulation in India

Foods laws are enacted by various ministry through parliament apart from central government laws various states have their own food laws. Numerous laws has been stipulated by ministry of food and related ministry to check consumer interest and stop malpractices by manufacturers.

#### Following are the Acts enacted by Government of India:

- Food Safety and Standards Act, 2006
- Prevention of Food Adulteration Act (PFA) 1954 and Rules (Ministry of Health & Family Welfare)
- The Standards of Weights and Measures Act, 1976
- Standards of Weights and Measures (Packaged Commodities) Rules, 1977
- Agriculture Produce (Grading & Marking) Act (Ministry of Rural Development).
- Essential Commodities Act, 1955 (Ministry of

Food & Consumer Affairs)

- Fruit Products Order (FPO), 1995
- Meat Food Products Order, 1973 (MFPO)
- Milk and Milk Products Order, 1992
- The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 and Rules 1993
- The Insecticide Act, 1968
- Export (Quality Control and Inspection) Act, 1963
- Environment Protection Act, 1986; Pollution Control (Ministry of Environment and Forests)
- Industrial Licenses, BIS Act, 1986
- VOP (Control) Order -1947
- SEO (Control) Order -1967

### Legal and Statutory Requirements for Bakery Industry

- Registration for Income Tax, Sales Tax and Excise/VAT are mandatory for any manufacturers.
- Export/Import license has to be obtained for exports of bakery product.

- Brands/trademarks and patents are to be registered within the state or national authorities.

### **Factory License**

Factory license is obtained from Industrial Department of State which gives authority to produce or manufacture. It also allows to utilise electricity and water from local units of State that has to be renewed after regular intervals.

### **Factory Act**

This Act covers aspect like safety, workers rights, working conditions and hygiene of factory, unions, working hours and minimum wages. It also dictates terms for dispute between union and management.

### **Air and Noise Pollution Act**

This Act put guidelines for manufacturer for quality of emissions from chimneys and stacks. Level of CO, SO<sub>2</sub> and other gaseous products. Noise pollution is also covered in Air pollution Act. Noise level has to be lower than 70DB.

### **Water Pollution Act**

This Act governs the quality of water discharged in municipality drains from unit. Parameters like PH, BOD, COD, TSS, TDS and heavy metals are defined.

### **Prevention of Food Adulteration Act**

The Act covers whole gamut of food related issues, labelling, packaging, permissible limits of additives, chemicals etc. Food inspectors are authorised to inspect and check food products.



### **Weights and Measurement Act**

This Act covers weights declared on packets.

### **Petroleum Storage ( Explosive Act)**

Petroleum Act covers the storage and handling of petroleum and gas as fuels. It prescribes safety and method to store these explosive materials.

### **Bio Medical Waste Act**

This Act stipulates about waste generated by medical arrangement in factory.

### **Hazardous Waste Disposal Act**

This Act enforces that hazardous material are disposed through proper procedures and through proper agency.

Hence we find that there are many Acts and regulation which creates problems to the manufacturer. Keeping this in mind Govt of India has enacted a comprehensive Act called Food Safety and Standards Bill, 2006. This has come into effect from 2007-2008. Its in transitory phase hence above mentioned Acts would be in force until revoked by Food Safety and Standards

### **Authority of India.**

On June 16, 2009, in a written reply to the Lok Sabha, Minister of food processing industries Subodh Kant Sahai said that the government had decided to assign responsibility of administration and implementation of the provisions of the Food Safety and Standard Act 2006, to the Ministry of Health and Family Welfare.

Further, the Minister said, "The Food Safety and Standard Act, 2006, was conceptualised, formulated and piloted in Parliament by the Ministry of Food Processing Industries (Mofpi)." According to Mofpi, the Food Safety and Standard Act, 2006, was formulated for the establishment of the Food Safety and Standards Authority of India which will help to lay down science-based standards for articles of food and regulate their manufacture, storage, distribution, sale and also import to ensure availability of safe and wholesome food for human consumption. ■



# Exotic Flavors Go Mainstream

Mango, cardamom and floral flavors make the shift from ethnic niche to household name.

While some food manufacturers clamor to be the first to market cutting-edge flavor concepts, clever bakers are also keeping their eyes on cultural phenomena for options on where to direct research and development. Flavor assimilation, for instance, is a good place to look for “new” flavor concepts. Products that were edgy and exotic only a few years ago are being assimilated into the American plate.

“Mango has made the transition from ethnic to mainstream flavor. It is not exotic anymore; in fact, it is a household name,” says Lynn Dornblaser, director, CPG trend insight, Mintel Research, Chicago. “You occasionally see mango in baked products, especially in Danish pastry and other sweet goods, but I wonder if bakers are missing the boat on the fact that mango is now part of the mainstream.”

Cardamom is another flavor that has become common in the United States, and it offers a lot of opportunity for bakery products. “This is a versatile flavor and can be found in several different ethnic cuisines, but because it can be sweet or savory, that positions it to go far,” Dornblaser says that, “It’s a unique flavor, but it is easy to get used to.”

Some flavor trends are newer and haven’t yet experienced assimilation. Floral flavor profiles, for instance, are still gaining momentum. Lavender was the first of the flavors to have an impact in baking, and now rose and rosewater are doing the same. Bakers primarily pair rosewater flavor with dark chocolate products, especially brownies. “Last year’s major flavor trend was lavender, and it was paired with chocolate, too,” Dornblaser says. “It was a very feminine flavor pairing that took some getting used to, but it was successful. Rose could be the next lavender.” Another floral that bakers should keep their eyes on is hibiscus. It is almost exclusively used in Asian or Caribbean food preparation, but as other flavors are included in baking applications, the idea of flowers as food flavor becomes increasingly conventional. Hibiscus might be three to four years away from being regarded as mainstream, however.

“At this point, bakers have a couple of opportunities with the floral flavor combinations.

One opportunity could be to use floral flavor combinations

to convey a more premium positioning for a product,” says Emil Shemer, director of food solutions, Sensient Flavors LLC, Indianapolis. “Another opportunity could be to use a hint of a floral flavor profile to create a more signature flavor profile of a bakery product.”

It has been repeated ad nauseam, but the economy-spawned nostalgic flavor trend is still going strong. The trend refers to both flavor and form, as a good portion of the nostalgic reaction to food is visual. But bakery is well positioned to capitalize on this trend, perhaps more so than any other food category. The economy won’t recover overnight, so comfort food will remain the most important flavor trend affecting bakery in 2010.

*Courtesy Matthew Reynolds* ■





# Good Packing Matters

Good quality bakery packaging supplies are necessary for safe and damage-proof packing of baked goods. If you run a bakery, it is very essential to have a ready stock of these supplies for ready use. In view of the needs of the bakery industry, numerous stores and online dealers offer a wide selection of various brands of these products.

## Essential Bakery Packaging Supplies

Delivering baked food stuff in a safe and attractive manner goes a long way in enhancing their appeal and attracting customers. Some of the useful options available to achieve this are:

**Cake and Pizza Boxes** – Food stuff like cakes, pastries and pizzas are prone to get easily damaged if not properly packed before transportation. Attractive bakery boxes come in various sizes and styles to suit your needs. Honeymoon Paper is a brand offering eco-friendly bakery boxes made of prime grades of clay coated recycled material. Most can be custom-printed with your logo and branding messages.

Southern Champion, Billerica and BVT Chef Revival also have functional donut, pizza and cake boxes.

When it comes to packaging pizza dough, you need quality boxes that prevent crusting and increase the storage life of your dough. Cambro's pizza dough boxes meet these requirements. They can be stacked securely, loaded or unloaded, and come in a rigid polycarbonate construction. Moreover, they are reinforced on all sides, dishwasher safe and do not break or sag easily.

## Source Supplies from Reliable Dealers

It is best to source your bakery packaging supplies from reliable online dealers. They stock a wide selection of boxes to suit various needs and offer great discounts on bulk purchases. They also deliver right at your doorstep. To get quality bakery packaging supplies, all you have to do is browse through the website of the dealer and place your order online.

Round Eye Supply is a leading provider of Wholesale Restaurant Supplies and Bakery Supplies. Round Eye Supply stock the best Bakery Packaging Supplies at attractive rate. ■





# Gluten-Free Products for Spanish Market



A Welsh bakery is catering for the specialist dietary requirements of British ex-pats following a deal to supply a major Spanish retailer with gluten-free products.

A Welsh bakery is catering for the specialist dietary requirements of British ex-pats following a deal to supply a major Spanish retailer with gluten-free products.

South Wales food manufacturer, Welsh Hills Bakery, has just sent its first order under the Lovemore Free From Foods brand to Spain, with their specialist range now available across the country.

The deal was struck following an opportunity provided by Food from Britain in Madrid, when the company attended the SIAL international food and drink exhibition in Paris in October 2008.

Welsh Hills was among a group of Welsh food and drink producers who exhibited at Sial under the Welsh Assembly Government's International Business Wales (IBW) and True Taste banners, which was followed up with further assistance through an IBW sponsored International Trade Opportunities (ITO) project.

The gluten-free cookies, pastries and cakes, are being sold throughout the country by major Spanish retail chain El Cortes Ingles, which regularly

holds in-store promotions of British food.

"We have previously taken part in El Cortes Ingles' British promotions, but this is the first time we have secured a year-round deal to supply them with our products through our Spanish distributor El Granero," said Ian Douglass Welsh Hills Bakery's Sales & Marketing Director.

"We are delighted with the deal and very much appreciate the help and support we have received from IBW, and also the local guidance supplied by Food from Britain in Madrid."

Lovemore branded products which are on sale in 35 El Cortes Ingles stores include Chocolate Chip Cookies, Cherry Shortcake, Puff Pastry Straws, Puff Pastry Palmiers, Digestives, Lemon Cakes Slices, and Chocolate Brownie Slices.

Welsh Hills also exports to the Middle East, and hopes to soon expand its foreign customer base to France, Canada, Australia and Holland. Recent enquiries have also been received from the USA and Caribbean. ■





# Superior Quality of Naik Ovens

Naik Oven Manufacturing Co. is a partnership firm formed on 7th July 1999, by Prakash V. Naik & Ashish R. Sirsat on equal sharing basis. Both the partners have more than a decade long experience in the field of Rotary Rack Ovens. The Company is based out of Suchita Industrial Estate, Talwar Compound in an area of over 1600 sq. ft. Till date the Company has installed more than 100 ovens and has many satisfied clients, out of which most of them have given repeat orders. The company also has an ISO-9001-2008 Certification.

After a great deal of R&D, the Company came up with a well designed & hassle free operational Rotary Rack Oven. Demand for this oven is huge in this growing market. The Rotary Rack Ovens, being very fast in production, are sought after by many big and growing Bakeries & Hotels for quality productions. We can now state that we manufacture one of the best Ovens in India. The Ovens are also exported to Nigeria.

## Some of our Clients are :

Nafees Bakery Indore; Vijaya Bakery Malvan; Kwaliti Bakers Chiplun; Kalory Ahmedabad & Surat; Alankar Bakery Miraj; Rajlaxmi Bakers



Jamnagar; J.K.Bakers Thane, Thane & Yerewada Central Jail; Bemisal Bakery Ujjain; Jahagirdar Bakers - Nashik; Milkmaid Bread Pune; Chetak Biscuits Ulhasnagar; Hydary Bakery- Ujjain; Meghraj Bakery Nashik & many more. Most of these bakeries have more than one oven. ■





# पाँच तत्व जो ब्रेड में इस्तेमाल न करें

यहाँ तत्वों की सूची दी है जिन्हें आप ब्रेड में इस्तेमाल ना करें।

**Partially Hydrogenated Oil** – ये निश्चित कर ले कि आप इस तेल को न खरीदें।

पौटेसियम ब्रोमेट – इसे गुंधे हुये आटे के कंडीशनर जैसा उपयोग किया जा सकता है। इसके सीधे सेवन से ये हानिकारक होता है।

हालांकि बैकिंग प्रक्रिया में ये गुम हो जाता है। लेकिन उसकी कुछ मात्रा रह जाती है। क्या आप इसके लिये जोखिम लेना चाहेंगे? यूरोप कनेडा और अनेक देशों ने इस के प्रयोग पर प्रतिबंध लगाया है।

**Azodi Corbananide** – ये गुंधे हुये आटे के लिये प्रचलित कंडीशनर है। ये आटे को Bleach (ज्यादा सफेद) बनाता है। इसे अमेरिका में 45 प्रति दस लाख तक सुरक्षित माना जाता है। लेकिन यूरोप में इसके प्रयोग पर रोक है। क्योंकि अध्ययन बताता है कि ये दमा और एलर्जी उत्पन्न कर सकता है।

**DATEM Diacetyl Tartoric Acid** संक्षेप में **Dattem** कहलाता है। ये गुंधे हुये आटे के लिये एक ऐसा कंडीशनर है जो परिमाण और समानताये की सुधार लाने के लिये प्रयोग किया जाता है। इसे **FDA** द्वारा सुरक्षित माना जाता है। लेकिन 2002 में चुहों पर अध्ययन पर में उनके हृदय की मासपेशी का **Fibrosis** और **Adrenal** की अतिवृद्धि देखा गया है।

कृत्रिम रंग – आपको आश्चर्य होगा लेकिन कुछ ब्रेड में रंगों का प्रयोग होता है।

**कम पौष्टिक ब्रेड के कुछ और संकेत—**

- १) पूर्ण अनाज आटे के बदले **enriched flour**.
- २) दस से पंद्रह तत्वों की सूची (जबकि औसत 20 से ज्यादा है।)
- ३) कम **fibre** का होना प्रति टुकड़े में 2 gm से भी कम)
- ४) चर्बिया और चीनी अत्यधिक मात्रा





# श्री. अहमद - चाइस बेकरी

बेकरी उद्योग में दिन प्रतिदिन काफी नये जवान बेकरी प्रैकटीशनर में आ रहे हैं। जिनमें से श्री अहमदखान जो कि चाइस बेकरी के मालिक हैं। उन्हें अपने बेकरी उद्योग में जो मुशकिलें आ रही हैं। उन्हें जो इन्ग्रिडेंट मैन्युफेक्चर से जो उम्मीदें हैं। उनके बारे में समीर से बातचीत की है।

१) आप कितने साल से बेकरी उद्योग में हैं ?

उत्तर— पिछले नौ साल से बेकरी का उद्योग कर रहा हूँ।

२) आपके बेकरी में क्या-क्या प्रोडक्ट उपलब्ध हैं ?

उत्तर— स्नेक्स, रोल्ल्स, बिरयानी, खारी, मेपकिन, कुकिज, केक, पेस्ट्रीस, बिस्कीट, ब्रिटेनिया, पारले, मेगी, कोल्डड्रिंक, लेयस, कुरकुरे, वेफर्स इत्यादि।

३) आपकी बेकरी में सबसे ज्यादा बिकनेवाला प्रोडक्ट कौन सा है ?

उत्तर— पेप्स, रोल्ल्स— जैसे रोजाना बनने वाला प्रोडक्ट जल्दी बिक्री होता है।

४) आप एक दिन में कितने प्रोडक्ट बेचते हैं ?

उत्तर— हमारे प्रोडक्ट साप्ताहिक होती हैं। कभी बिक जाता है और कभी बच जाता है। प्रोडक्ट की बिक्री पर रहता है। ग्राहक वापस नहीं जाना चाहिये और वेस्टेज भी नहीं होना चाहिये।

५) आज से दो साल बाद आप अपनी बेकरी के टर्न ओवर के बारे में क्या सोचते हैं ?

उत्तर— दो साल बाद हमारी बेकरी का टर्न ओवर 30% से लेकर 40% तक बढ़ सकता है।

६) भविष्य में आपने कोई नई बेकरी खोलने के बारे में सोचा है ?

उत्तर— हाँ जी मैं अगले छह महीने में दूसरी बेकरी खोल रहा हूँ।

७) बेकरी के व्यवसाय में आपका क्या अनुभव है ? आपके बेकरी में प्रतिदिन कितने इन्ग्रिडेंट



; का उपयोग होता है।

उत्तर— हमें प्रतिदिन 22 से 25 हजार तक का इन्ग्रिडेंट का उपयोग करना पड़ता है। दोनों बेकरी मिलाकर हमें इतना उपयोग हो जाता है। अगर मैं तीसरी बेकरी शुरू करता हूँ तो मुझे 40% से 50% तक के इन्ग्रिडेंट उपयोग हो सकते हैं।

८) क्या आप मुझे बता सकते हैं कि आप कौन सा तेल ज्यादा उपयोग करते हैं ?

उत्तर— डालड़ा और कमानी का तेल उपयोग करते हैं। इस तेल की क्वालिटी अच्छी है।

९) आपको अपनी बेकरी में क्या चैलेंज या परेशानी होती है ?

उत्तर— हम ज्यादातर अपने ग्राहकों की पसंद और नापसंद का ध्यान रखते हैं। ताकि ग्राहक को वापस जाना न पड़े बेकरी के प्रोडक्ट का मैन्युफेक्चर पर आधारित होता है। स्टॉक में ज्यादा नहीं बचना चाहिये। इन सभी परेशानियों का ध्यान रखना पड़ता है।

१०) आपकी बेकरी में टारगेट कैसे होते हैं ? कौन बनाता है ?





उत्तर— टारगेट मेरे अंकल और मैं निश्चित करता हूँ। मैं खुद ही निर्णय लेता हूँ।

११) आप अपनी बेकरी का उद्योग किस क्षेत्र में बढ़ता हुआ देखना चाहते हैं ?

उत्तर— मैं अपनी जगह और ग्राहक को बढ़ाना चाहता हूँ और प्रोडक्शन को डबल करना चाहता हूँ।

१२) आप अपने ग्राहकों का फिड बैक कैसे लेते हैं ?

उत्तर— ६०% हमारे ग्राहक रेग्युलर वाले होते हैं। उनके हिसाब से प्रोडक्ट में बदलाव लाते हैं।

१३) क्या आप कोई सुझाव देना चाहेंगे अपने

इन्ग्रिडिएंट मेन्युफेक्चर को कैसे होना चाहिये ?

उत्तर— प्रोडक्ट किफायती और टिकाऊ (Durability) होनी चाहिये।

१४) क्या आपने अपनी बेकरी के लिये कोई पढाई की है ? या कोई ट्रेनिंग ली है ?

उत्तर— हाँ जी मैंने होटल मेनेजमेंट का कोर्स किया है। और ट्रेनिंग होटल लीला में किया है और उसके बाद में अंकल के साथ में बेकरी का काम करके सीखा हूँ। होटल लीला से ट्रेनिंग के दौरान वही प्रोडक्ट बेकरी के लिये उपयोग किया है।

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- \* Maleic Acid
- \* Malic Acid
- \* Maltos
- \* Mono Sodium Glutamate / Ajinomoto
- \* Potassium Bromate
- \* Potassium Citrate
- \* Potassium Meta Bi Sulphite
- \* Potassium Sorbate
- \* SSL (Sodium Stearoyl Lactylate)
- \* Sorbic Acid
- \* Sodium Alginate
- \* Soya Sauce
- \* Sodium Citrate
- \* Sodium Aluminium Sulphate
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The above products offered are of chemical grade and to be used as per the various government (PFA Act) rules and regulation only. No responsibility on us.



# डेनिश फूड प्रोडक्ट - बिरेन्द्र कुमार

श्री बिरेन्द्र कुमार श्रीवास्तव जी ने डेनिश फूड में अपनी स्थापना से काफी लंबा सफर तय करके यहाँ तक पहुँचाया है। श्री बिरेन्द्र कुमार जी ने इन्विडेन्ट व्यवसाय के साथ एक खास मुलाकात में बेकरी उद्योग के बारे में अपने अनुभव के आधार पर अपने विचार रखे हैं।

१) कितने साल से आप बेकरी के व्यवसाय में हैं ?

उत्तर – बेकरी के व्यवसाय में पिछले तीस साल से हूँ।

२) क्या आप मुझे बता सकते हैं कि आपके बेकरी में किस प्रकार के प्रोडक्ट हैं ?

उत्तर – केकस, बर्थ डे केक, पेस्ट्रीज, स्ट्राबेरी, और दूसरे बेकरी प्रोडक्ट हैं जो कि हम आउटसोर्स करते हैं। हमारी कुछ चैन कप केकस शाप हैं। जो कि सबब में हैं। इसमें दो तरह का प्रोडक्ट है। 1) ड्राय प्रोडक्ट 2) वेट प्रोडक्ट / ड्राय प्रोडक्ट में बार, कपकित, है यह प्रोडक्ट हमारे इन्स्टीट्यूट (Institute) और रिटेलर के यहाँ से आता है। दूसरा वेट प्रोडक्ट बर्थ डे केक, केन्डलस, वेफर्स, फरसाण है। उनको हम अपने तरीके से बनवाकर अपने प्रोडक्ट में मिलाकर उसके बाद हम अपने ब्रांड के नाम से बेचते हैं।

३) आपके बेकरी में सबसे ज्यादा बिकनेवाला कौनसा प्रोडक्ट है ? और आप उसको कितने प्रतिशत बेचते हैं ?

उत्तर – हमारी बेकरी में सबसे ज्यादा 'कप केकस' जल्दी बिक जाता है। यह प्रोडक्ट सबसे ज्यादा सेल होता है।



४) आज से दो साल बाद आप अपनी बेकरी को कहाँ देखना चाहेंगे ?

उत्तर – हम इसको हाइजिन के हिसाब के (स्पेसियस बेकरी) ध्यान में रखकर बेकरी को अपग्रेड करना चाहते हैं। लोगों की जरूरत के हिसाब से होना चाहिये। और दूसरी बात यह है कि हम अपना सेल्स 30% से 40% तक बढ़ाना चाहते हैं।

५) आपकी और भी कोई बेकरी





## है? आप भविष्य में कितनी बेकरी खोलना चाहते हैं ?

उत्तर — हाँ जी हर साल नई बेकरी खोलने के लिये टारगेट होता है। हम 5 या 6 बेकरी ब्रांच खोलना चाहते हैं। और इसे हम मुंबई में और सबरब (Suburb) में शुरू करना चाहते हैं।

## ६) आपके बेकरी के अनुभव के आधार पर बेकरी के व्यवसाय में कितने रुपये की निवेश करना जरूरी है ?

उत्तर — मुंबई में आजकल जमीन और जगह बहुत ही महंगा पड़ता है। अगर हम वह छोड़ दें तो हमें एक अच्छी बेकरी चलाने के लिये कम से कम 1 करोड़ की जरूरत पड़ सकती है। बेकरी को फुली मेकनाइज होना चाहिये बेकरी के लिये अच्छे प्रोडक्ट होना भी जरूरी है। और हाइजीन को भी ध्यान में रखना पड़ता है। जो रोज बिक्री होती है उसी को हम बचत समझकर चलते हैं।

## ७) आपकी बेकरी में किस प्रकार का तेल उपयोग करते हैं ? और क्यों ?

उत्तर — बेकरी में डबल रिफाइन्ड पामतेल का उपयोग करते हैं। कमानी और लिबर्टी का उपयोग होता है। कमानी में प्राइवेल का ब्रान्डेड होता है। लिबर्टी का दूसरा option होता है। अगर कमानी नहीं होता है। तो हम लिबर्टी का तेल उपयोग में लाते हैं।

## ८) बेकरी के व्यवसाय में किस प्रकार की परेशानी का सामना करना पड़ता है ?

उत्तर — हमें टैक्स देना पड़ता है। लोकल FDA के जो अफसर होते हैं। उन लोगों से काफी परेशानी होती है। हमारे बेकरी में काम करने वाले लोगों की शिक्षा की कमी की वजह से उनसे काम लेने में काफी परेशानी होती है।

## ९) बेकरी के व्यवसाय (इनग्रिडिेंट मेन्युफेक्चर) बढ़ाने के लिये कोई सुझाव देना चाहेंगे ?

उत्तर — सबसे पहले लोगों को प्रोडक्ट के बारे में जानकारी होना जरूरी है। प्रोडक्ट की डिटेल्स पता होना चाहिये। लोगों के लिये प्रदर्शनी लगाना चाहिये। बेकरी के लोगो को शिक्षित होना जरूरी है। छोटे-छोटे बेकरी के

लोगों को सेमिनार में बुलाना और उनको प्रोडक्ट की वेल्यू पता होनी चाहिये। सेमिनार का माहौल मैत्री पूर्ण होना जरूरी है।

## १०) बेकरी के उद्योग के लिये लोगों को क्या शिक्षित होना जरूरी है ?

उत्तर — हाँ जी शिक्षा होना काफी जरूरी है। लोगों को बेकरी के बारे में जानकारी होनी चाहिये। अच्छे प्रेक्टीस से प्रोडक्ट का कोम्बिनेशन करके उसको सजावट भी करना चाहिये। अनुभव भी होना चाहिये प्रोडक्ट के बारे में जानकारी होना बहुत जरूरी है। इसके लिये शिक्षित होना जरूरी है।

## ११) छोटी-छोटी बेकरी के लोगो को आप क्या सुझाव देना चाहते हैं ?

उत्तर — बेकरी के लोगों में एकता होनी चाहिये शिक्षा होना जरूरी है। जिसकी वजह से लोग बेकरी प्रोडक्ट को अच्छी तरह से जान सकते हैं। मार्केट में लोगों को अपनी वेल्यू पता होना काफी जरूरी है। प्रोडक्ट का परखना आना चाहिये।

## १२) बेकरी के उद्योग में सरकार से क्या सहायता चाहते हैं ?

उत्तर — हाँ जी बिल्कुल जैसे अभी-अभी श्री सुबोधकांत सहायजी ने किया है वैसे ही उसको शुरू रखना चाहिये जैसे कि छोटे-छोटे बेकरी वालों के लिये उनके लिये सेमिनार होना चाहिये और उनको उसमें आने के लिये उत्साह interest create और उनको यह समझना चाहिये ये सब कितने हद तक सही है। जिससे वह लोग अपने बेकरी उद्योग में Profit Earn करें।





# बेकरी उत्पादित वस्तु, की पैकेजिंग

बेकरी उत्पादित वस्तु, अनेक प्रकार की पैकेजिंग में ग्राहकों तक पहुँचाये जाते हैं। सही पैकेजिंग के चुनाव से उत्पादित वस्तु के शैल्फ **life** की बढ़ोतरी होता है, बेकरी उत्पादित वस्तु जैसे बिस्कीट, ब्रेड, केक, **muffins**, और वेफर्स को खास पैकेजिंग की आवश्यकता होती है।

**पैकेजिंग उत्पादित वस्तुओं उत्पादकों और ग्राहकों के लिये निम्नलिखित कार्य प्रधान करती हैं।**

- १) पैकेजिंग, उत्पादित वस्तुओं को किसी भी प्रकार के यांत्रिक क्षति से सुरक्षित रखना चाहिए।
- २) पैकेजिंग में ग्राहकों के लिए उत्पादित वस्तु की सारी सुचना होनी चाहिए। अनेक देशों में खाद्य पैकेजिंग के लिए कानून भी हैं।
- ३) पैकेजिंग ग्राहकों को उठाने, रखने और संभालने में सहायक होनी चाहिए। उदाहरण के तौर पर टियर टेप **Insection cut, seal** की जाने वाली थैली या **Zipper** वाली थैली, इसके उदाहरण हैं।
- ४) पैकेजिंग के रंग और ले आउट उत्पादकों के लिए विज्ञापन साधन हैं।
- ५) उत्पादित वस्तुओं की शैल्फ **life** बनाये रखती हैं।
- ६) पैकेजिंग से बेकरी उत्पादित वस्तुओं को गर्मी, नमी और सुगंध से बचाया जा सकता है। बेक बेकरी उत्पादित

वस्तुओं के लिए मूल रूप से लचीली पैकेजिंग का उपयोग होता है। **Tins, Jar** या डिब्बों का भी प्रयोग होता है।

**Flexible** पैकेजिंग मूल रूप से **LDPE, BOPP, HDPE**, और **PVCA** इन्हें **metalized or pearlisted wrappees** में भी विभाजित किया जा सकता है। इन (**laminate**) लेमिनेटों की निम्नलिखित विशेषताएँ हैं।

- १) गर्मी को अंदर न आने देने की क्षमता
- २) मशीन की उपयोगिता करवाने की क्षमता
- ३) छपाई की क्षमता
- ४) नमी बनाए रखने की क्षमता
- ५) सुगंध बनाए रखने की क्षमता
- ६) कम दुर्गंध और स्वाद

**Flexible** पैकेजिंग उत्पादकों को निम्नलिखित सावधानियाँ बर्तनी होगी, मशीन का प्रिंट निशान उत्पाद की निर्धारित लम्बाई समापन की दिशा लेबलिंग

यह पैकेजिंग सामग्री उत्पादकों को रोल के रूप में भेजा जाता है। क्योंकि पैकेजिंग मशीन में रोल डालना आसान होता है। **Flexible** पैकेजिंग के साथ—2 **PVC Trays**/प्रदर्शन बक्से, थैली, **tins** जैसी वस्तुओं का प्रयोग भी प्रचलित है।



स्कैडरी पैकेजिंग परिवहन/गोदाम में रखने के लिए/पकड़ने के लिए इस पैकेजिंग का उपयोग किया जाता है, ज्यादातर ये गत्ते के बक्से या **CBB** जो क्राफ्ट पेपर या टीन के भी होते हैं। **CBB'S** को तीन प्लाई या पाँच प्लाई में विभाजित किया गया है। **CBB'S** का चुनाव वजन की आवश्यकता अनुसार किया जाता है। **shipment** में होनेवाली क्षति से बचाने के लिए उत्पादित वस्तुओं में कागज **lining** का उपयोग किया जाता है। **CBB** को पकड़ने के लिए पट्टी का भी प्रयोग किया जाता है। ■



# बेकरी के लिए अनिवार्य पैकेजिंग

बेकरी व्यवसाय काफी सारे खाद्य पदार्थों का चयन करती है। जिनकी विक्री छोटे या बड़े मात्रा में होती है और जो विभिन्न प्रकार के बक्से में मिलते हैं। जैसे कि उपहार देने के लिए नियमित **takeouts** अथवा बड़े ऑर्डर के लिए आमतौर से आकर्षक पैकेजिंग की आवश्यकता होती है। सामान्यतौर पे जब विशेष ऑर्डर आते हैं, ग्राहक पैकेजिंग को लेकर दिलचस्पी दिखते हैं और एक (विशिष्ट) उपयुक्त बॉक्स डिजाइन सहायक होता है।

अच्छे पैकेजिंग की बेकरी ना ही विशेष ऑर्डर में बल्की ब्रांड याद करने के लिए मदद मिलती है। छपाई वसूली के थोड़े से रचनात्मक निवेश से आप ग्राहकों के लिए विभिन्न प्रकार के आवश्यक वस्तुओं का प्रबन्ध कर सकते हैं।

१) **ग्राहक के लिए स्टीकर लेबल** – बड़े आदेश जो की एक समान के **format** के लिए होता है। उनके स्टीकर लेबल के साथ नाम प्रिंट के इस्तेमाल से बेकरी पदार्थों की जल्दी पैकेजिंग हो जाती है। उदाहरण के तौर पे बड़ी कंपनियों को देने के लिये उन कंपनियों के **logo** स्टीकर **format** में रख सकते हैं इससे पैकेजिंग में आसानी होगी। इससे ना ही आसानी होगी बल्की एक सामान भी दिखेगा जो कि कंपनियों के लिये अच्छा है।

२) **लटके हुये टेग** – जो कि अपने करीबी लोगों को उपहार देने के लिए, लटके हुये टेग का इस्तेमाल सजावट के तौर पर किया जा सकता है। पाने वाले का नाम भरने के लिये थोड़े बड़े टेग का भी इस्तेमाल किया जा सकता है। आखिर में सबसे बड़ा हेग टेग एक **greeting** कार्ड जैसा काम कर सकता है।

३) **छोटे ब्रोशियर** – अपनी पैकेजिंग के साथ आप अपने छोटे ब्रोशियर छपवा कर अपना प्रचार कर सकते हैं। दूसरे उपलक्ष्य के लिये छोटे **menu** ब्रोशियर ग्राहकों को अधिक समान चुनने का मौका देते हैं।

४) **लिफाफा** – जैसे कि शादी या सालगिरहा के मौकों पर ग्राहकों के अनुरोध के मुताबित बने लिफाफे एक अच्छे ग्रिटिंग कार्ड **wrapper** जैसा हो सकता है।

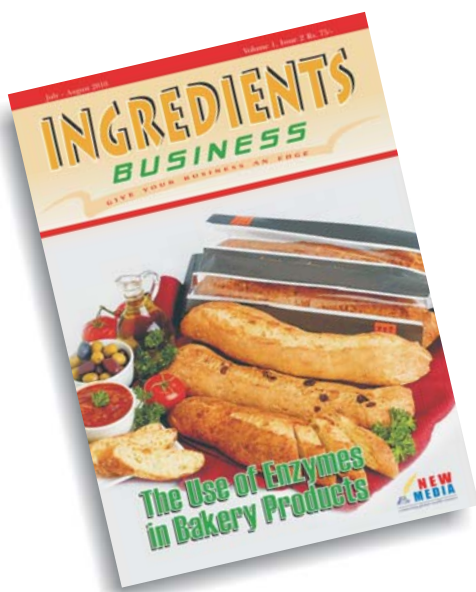
टाप के **standard** बक्सों के अलावा आप के ग्राहकों के अनुरोध और योजना के मुताबिक पदार्थों की पैकेजिंग करने कि सेवा और भी अच्छी हो सकती है। जो आप की पैकेजिंग को **customize** करते हैं और बेकरी की विशेष वस्तुओं को भी याद करने में मदद होती है। ■



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For Adds and more information contact **Samir Sehgal** +91 22 2925 3086  
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