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INGREDIENTS

BUSINESS

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New & Better
FSS Act to Boost
Food Processing Industry



INSIDE

मुलाकात



यही है हैल्दी स्नॅक्स
का विकल्प

05

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Late Shri R.K. Prasad

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Managing Editor: Satya Swaroop

Director: B.K. Sinha

Editor: Uday Tarra Nayar

Executive Editor: Atula Imchen

Consulting Editors: Prabhu Sinha,

Tripat Oberoi & Md. Sabir Nishat

Hindi Editor: Manjeet Bhawar, Pooja Samant

Editorial Team: Sukhbinder Singh, Arvinder Sethi & Neha Sawant

Executive Business Publication Division:

Madhavi Singh

Consultant: Samir Sehgal, Dr. Tulsi Narayan

Head - Admin & Finance: Sunil Kumar

Liaison Officer: Vrunda Gurav

Circulation: Jawaharlal, Santosh Gangurde, Vijay Wangade

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

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decisions using the same.

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पेस्ट्री



QUALITY MANAGEMENT



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A Passion for
Bakery
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Cakes,
Glorious
Cakes



FEATURE



Dear Readers,

Christmas Season is a season of giving, of sharing. This is also the time where we get to taste amazing cakes with the most appetising ingredients that leaves us wanting for more. We will take you on a journey of discovering how the famed Christmas pudding became so popular. We have also included the original Christmas Pudding recipe that is surprisingly, very easy to make! Be assured your family and loved ones will demand more than just one Christmas Pudding! There are more success stories as we also highlight AB Mauri, Britannia, entrepreneur Neeta Gurbaxani and Brownie Cottage's exciting bakery journey.

Significant transformations are being witnessed in the Food Processing Industry in India. With a turnover of \$110 billion, it accounts for 35 per cent of the Indian food market, and has been growing at a rate of 14 per cent in the last few years. This is due to improving policy environment and increasing thrust on public-private partnership and improvement of rural infrastructure. It is set to more than double by 2025. The market size for the food consumption category in the country is expected to grow from US\$155 billion in 2005 to US\$344 billion in 2025 at a compounded annual growth rate (CAGR) of 4.1 per cent.

There is even more good news for the Food Processing Industry as the Government of India has brought in better laws to streamline the production of hygienic, quality and better tasting food that will not only benefit the Indian consumer but help put the Indian food industry at par with the rest of the world. We can expect to see even greater and super quality food products coming up in the future as the Indian consumer is also not satisfied or not willing to compromise on food quality anymore. Greater demand for better, tasty food is increasing by the day and together with the New Food Acts, we are optimistic of India being a strong market in meeting the challenges for better food safety.

Let us look and strive forward to a more healthy 2012. Spread awareness of the importance of moving towards a health focused food system.

Happy Reading!!

B. K. Sinha

यही है हैल्दी स्नैक्स का विकल्प

विनिता बाली, मैनेजिंग डायरेक्टर - ब्रिटानिया इंडस्ट्रीज

ब्रिटानिया इंडस्ट्री और उनकी मैनेजिंग डायरेक्टर विनिता बाली दोनों नाम अलग नहीं हो सकते। बेहद प्रतिभाशाली- और विनम्र विनिता बाली से मिलना हमेशा एक यादगार अनुभव होता है। १९९२ में शुरू हुई ब्रिटानिया ने लोगों के लिए हमेशा कुछ नया फूड प्रॉडक्ट देने की सराहनीय कोशिश की है, सदियों से चलता आया यह सिलसिला बदस्तूर जारी है। हाल ही में ब्रिटानिया ने स्नैक्स में कुछ नये मजेदार जायके लॉन्च किए। एक है न्यूट्रिचॉइस मल्टीग्रेन थिन्स तो दुसरा है न्यूट्रिचॉइस मल्टी ग्रेन रोस्टी। हैल्थ कैटेगरी में लॉन्च किए इस नये स्वदिष्ट कैटेगरी में उन सभी लोगों का ध्यान रखा गया है, जो हैल्थ कॉन्शस है, जो भूख लगने पर आइली, जंक, मसालेदार स्नैक्स से दूर रहना चाहते हैं। अधिकतर बैकड (बेकरी फूड प्रोडक्ट्स) फूड को ताजगी देने वाली कंपनी ब्रिटानिया की साहसी- तेज-तरार मैनेजिंग डायरेक्टर विनिता बाली से मुलाकात हुई। उनमें हुए वार्तालाप का संक्षिप्त विवरण:-



विनिता जी, ब्रिटानिया के इन नये फूड प्रोडक्ट्स के बारे में क्या जानकारी देना चाहेंगी आप?

विनिता बाली- हमने अमूमन अब तक जो प्रोडक्ट्स वक्त के साथ लॉन्च किए हैं, वे सारे हैल्थ कॉन्शस ही हैं। नये युग में नयी जनरेशन हैल्थी लाइफ स्टाइल अपना चुकी है। हमने जो फूड प्रोडक्ट्स हमेशा से लॉन्च किए हैं, उसका यह एक खास मकसद हमेशा रहा है, की, भाग-दौड़ भरी जिंदगी में किसी के लिए भी यह आसान नहीं होता की, कि रोजमर्रा जिंदगी में संतुलित-पौष्टिक भोजन में सारे आवश्यक पोषक तत्वों को शामिल करना उतना संभव नहीं हो पाता। शरीर के लिए काफी महत्वपूर्ण होते हैं फायबर। सो ब्रिटानिया ने हाय-फायबर बिस्किट्स इन्टोड्यूस करवाए। देनंदिन जीवन में, ज्यादा से ज्यादा गेहूं खाएं जाते हैं, जबकि

पौष्टिकता पाने के लिए गेहूं के साथ जवार, बाजरा, नाचनी, बाली तथा ओट्स सभी आवश्यक होते हैं। लिहाजा ऐसे में ५ धानों से बने ५ ग्रेन बिस्किट्स ब्रिटानिया की तरफ से लाए गए। डायबेटिक पेशन्ट्स के लिए डायबेटिक बिस्किट्स भी बेहद पसंद किए गए... दुनिया में अपना देश डायबेटिक पेशन्ट्स में लगभग अब्बल स्थान पर पहुंच जो रहा है...

ब्रेकफास्ट या स्नैक्स में बिस्कीट्स खाना भी बहुत हैल्थी विकल्प तो हो नहीं सकता न...?

विनिता - जानती हूं... पर हमने पिछले साल ही - इन्सटैंट पोहा, दलिया जैसे ब्रेकफास्ट लॉन्च किए थे, जो पूरी तरह से न्यूट्रिचॉइस से लबरेज थे। और बनाने में बेहद आसान...। जहां तक स्नैक्स की बात है... शाम को चाय के साथ हम सभी यानि पूरे दुनिया

भर में कुछ न कुछ हलका-फुलका स्नैक्स लेना लोगों की आदतों में शुमार है। लोग तो फिल्म देखते, टीवी देखते, कंप्यूटर पर काम करते, और तो और ट्रैनो में सफर करते समय कई बार खुं ही मंचिंग करते रहते हैं... ऐसे में जरूरी सोचिए- यदि उनका यह मंचिंग जैसे फरसान खाना, केक्स, पेस्ट्रीज, वेफर्स, समोसा, चीप्स खाना यदि रोज की आदत बन गई तो शरीर में किस हद तक, किस मात्रा में कोलेस्ट्रॉल बढ़ेगा... ? कैलरीज कितनी बढ़ेगी... ? और शुगर बढ़ेगी वो अलग... इसलिए उनका मंचिंग का शौक भी पूरा हो... पर जो भी खाएं, वो हेल्थी हो... पोष्टिकता से भरपूर हो... इस बात का ध्यान बरसों से ब्रिटानिया ने हमेशा से रखा है। यह न्यूट्रिचॉइस मल्टी ग्रेन थिन्स तथा न्यूट्रिचॉइस मल्टी ग्रेन रोस्टी में हेल्थ खानपान का सबसे बेहतर विकल्प है ही, और एक बात का खासा ध्यान भी रखा गया है, इनका स्वाद बेजोड़ है... बच्चों से लेकर बड़ों तक और बुजुर्गों से युवाओं तक सभी को इसका स्वाद खूब भा रहा है...। जो हेल्थ धान है, जिन्हें हमने शामिल किया है, वो हैं - ओट्स, रागी, गेंदू, मकई (कॉर्न) तथा चावल। इन सभी धानो को

करारा बेक किया जाता है। यह पौष्टिक पांच धान वाले बिसकीट्स लो फैट्स तथा लो कैलरीज है। आप चाहे शहरों में रहते हो ... या गांवो मे... पर अन हेल्थी खानपान शरीर में मोटापा बढ़ाता है...। यह भी समस्या यानि ऑबेसिटी से हमारा देश अमेरिका की तरह परेशान है। अन्य हेल्थी खानपान मोटापा, डायबेटिस, कोलेस्ट्रॉल के साथ हाय ब्लड प्रेशर, पेट-हाजमा खराब होना जैसी कई समस्या से जुड़ना पड़ता है..। लिहाजा किसी भी समय, हर मौके पर इन हेल्थी स्नैक्स को भूख लगने पर, मंचिंग के तौर पर खाया जा सकता है।

विनिता जी, क्या पाठको की जानकारी के लिए अपने प्रोफेशनल सफर के बारे में कुछ बताएंगी ?

विनिता-मुझे व्यक्तिगत बातें करना अच्छा नहीं लगता...। मुझे बेहद खूशी है की, मेरा व्यावसायिक सफर एक लंबे अर्से से ब्रिटानिया के साथ आरंभ हुआ। जनवरी २००५ में मैंने ब्रिटानिया सीईओ के तहत जॉइन किया... यह कंपनी का एक सराहनीय प्रयास था की, मैंने और मेरे ब्रिटानिया के साथियों ने मिलकर कंपनी का टर्न ओवर चार सालों में लगभग डबल किया। हमारा वार्षिक विकास २३ प्रतिशत रहा... ब्रिटानिया का विकास मेरा निजी विकास मैंने माना.. कंपनी का जो भी विकास हुआ है, मैं मानती हूं, मेरे सहकर्मी तथा ब्रिटानिया के प्रोडक्ट्स खरीदने वाले सारे लॉयल ग्राहको का ही योगदान है...

पूजा सामंत



बेक द केक ... एन्जॉय द क्रिसमस...

विश्वभर में भारतीय लोगों का खानपान संभवतः परिपूर्ण होगा... भारतीय थाली में पूरा संतुलित आहार होता है, जो दुनिया की किसी भी खानपान संस्कृति में नहीं होता... बहर हाल ... क्रिसमस और नये साल के जश्न पर हम यहां बात करते हैं, केक्स की... भारतीय लोग अमूमन उनके भोजन के बाद कुछ न कुछ मीठा खाते हैं... यह आवश्यक नहीं होता की मीठी डिश कुछ पकवान के रूप में ही हो... अमूमन अधिक तर देशों में

क्रिसमस तथा ईस्टर जैसे बड़े त्योहारों में केक्स बनाये जाते हैं। केक्स विश्वभर में लोकप्रिय बन चुके हैं, जिस में अपना देश भी पिछे नहीं है... दिसंबर शुरू होते ही बेकरियों में, कॉन्फ़क्शनरी के दुकानों में कलरफूल केक्स किसी का भी दिल जीत लेते हैं... फिर वो बच्चा हो... चाहे बुजुर्ग.. हम भारतीय लोग भी जन्मदिन - एनीवर्सरीज- ओपनिंग सेरेमनी पर केक्स ही तो काटते हैं... और इन्हीं केक्स के बदौलत अपनी खुशियों का इजहार करते हैं....। यदि केक्स घर पर बनायें गए हैं... तो इन खुशियों में और इजाफा हो जाता है...

वैसे कुछ केक में अंडा (बैदा) डाला जाता है... और शाकाहारी में अंडे का प्रयोग नहीं होता। घर पर बने केक में जैसा चाहे बनाया जा सकता है, उस में फलों का प्रयोग किया जा सकता है... इस केक को न्यूट्रिशियस भी किया जा सकता है...

अगर उस में गाजर-बीट जैसा कुछ इस्तेमाल कर सकें।

केक्स बनाने से पहले इन टीप्स पर थोड़ा गौर फरमाइए- ताकि आपका केक अच्छा बने... कोई गलती न होने पाए।

(१) केक को सामान्यतः १८० डिग्री पर ओवन में बेक किया जाता है... जिस में अमूमन आधे से पौने घंटे का समय लगता है। (२) यदि आप सादा केक बना रही हैं, तो आपको उसे बेक करने में कम समय लगेगा- क्योंकि फलों का केक बनाते समय ज्यादा समय बेकिंग में लग जाता है। (३) केक बनाने से पहले सारी ड्राय (सूखी) चीजे एक कर लें, और उन्हें छान लें... ताकि केक हलका होगा। (४) अंडे अगर डालने हो..



तो उन्हें फ्रिज के बाहर रूम टेंपरेचर पर लाएं। इसके साथ दुध मक्खन भी रूम टेंपरेचर पर लाएं। (५) मिश्रण को बनाने से पहले ओवन शुरु कर दें। (६) इसेन्स कलर कटोरियां चम्मच कप छलनी जैसी चीजें पास में रखें। (७) टुटी फ्रुटी किसमिस जैसे ड्रायफ्रुट को थोड़ा मैदा लगाकर रखें, ताकि यह केक के नीचे जमा न होने पाए। (८) कैंस्टर शुगर, ब्राउन शुगर अब सभी बेकरियों में मिलने लगी है, उन्हें लाकर रखें। यदि अंडे का उपयोग करें तो अंडे की सफेदी और उसका पिला हिस्सा ध्यानपूर्वक अलग रखें... सफेदी में अगर गलति से भी पीला हिस्सा गया तो सफेदी केक में ठीक से घुल नहीं पाती।

कुछ अन्य सुविधाएं -

१. यदि फलों का उपयोग कर केक बनाना है तो मध्यम क्वालिटी का मैदा उपयोग करें। फलों के केक के लिए चेरी, काजू, बादाम, अकरोट, किसमिस का उपयोग तो करते ही हैं, पर संत्रे तथा मौसंबी के पके छिलको का भी उपयोग किया जाता है। जिन फलों का केक में उपयोग होने वाला है, पहले ही छोटे टुकड़ों में काट लें, और फिर उन्हें १५ से २० मिनट पानी में भिगाएं रखें। फिर उन्हें पानी से निकालकर कपड़े से पोंछ लें, और फिर उन्हें मैदे में एक करा लें। फलों के केक का मिश्रण स्पंज केक के मिश्रण से थोड़ा गाढ़ा ही होता है... फलों के केक का मिश्रण पतला बनाया गया तो फलों के टुकड़े तैयार होने वाले केक के नीचे जा बैठते हैं... जिस से बने केक की सुंदरता धूमिल हो जाती है।

केक्स के प्रकार:- चॉकलेट केक

चॉकलेट केक शायद सबसे लोकप्रिय केक कहलाता है - अधिक तर बच्चों के जन्म दिन पार्टियों में बच्चे इसी केक का आग्रह करते हैं...। इस केक को बनाने के लिए इन सामग्री और विधी की जरूरत है।



सामग्री: १०० ग्राम मैदा, २५ ग्राम (१ चम्मच) सुजी (रवा), ५० ग्रैम मक्खन १०० ग्राम पीसी हुई चीनी, आधा कप दुध, आधा कप दही चम्मच बेकिंग पावडर, पाव चम्मच, सोडा, डेढ़ चम्मच कोको, २५ ग्राम मिल्क पावडर, पाव चम्मच वैनिला इससे और एक चुटकी नमक

विधी: सुजी, दही, सोडा मिलाकर २० से २५ मिनट रखें। मैदा, नमक, बेकिंग पावडर, कोको तीन बार छान लें, सभी को एक-साथ मिला लें। घी और शक्कर फेंट लें, उस में मैदे का मिश्रण मिला लें। दही और वैनिला इसेन्स डालकर उसे बेक करें। इस पूरे मिश्रण को २०० डिग्री सेल्सियस पर ३० मिनट तक बेक करें... सुंदर केक हो जायेगा हाजिर...।

डार्क प्लम केक

सामग्री: पिस्सी हुई चीनी ६ चम्मच मक्खन साढ़े- तीन चम्मच, २ अंडे, १०० ग्राम मैदा, पाव चम्मच बेकिंग पाउडर, ढाई चम्मच कैरेमल सिरप, १ चम्मच कोको (दोनो एक- साथ गरम करें), चेरी, टुटी- फुटी, मनुका, ऑरेंज पील, अकरोड... (यह सारी चीजें) कुल मिलाकर २०० ग्राम तक हो जाएं। इस केक का कलर काला (डार्क ब्राउन) होना चाहिए। इस कलर को प्राप्त करने के पाव चम्मच व्हेनिला इससे, पाव चम्मच चॉकलेट लिक्विड कलर और पाव चम्मच कैरेमल कलर का उपयोग करें। दूध की पावडर डेड चम्मच।

विधि: सारे ड्रायफ्रुट्स साफ किए मैदे में मिला लें। मक्खन और चीनी को फेंट ले। अंडे, कैरेमल सिरप, इसेन्स, कलर सभी को साथ मिलाकर अच्छी तरह फेंटे। मक्खन के मिश्रण में थोड़ा मैदा, थोड़ा-थोड़ा फेटा हुआ मिश्रण मिलाते जाएं। अब यह सारा मिश्रण ओवन में १८० डिग्री रखकर ४० मिनटो तक बेक करें। तैयार है ... आपके लिए स्वादिष्ट डार्क प्लम केक ...



गाजर का केक



सामग्री: आधा कप मक्खन, पाव कप रिफाईंड तेल, १ कप पिस्सी हुई चीनी, आधा कप कददूकस किए गाजर, आधा कप सुखा मेवा, १ कप मैदा, २ चम्मच बेकिंग पावडर, आधा चम्मच दालचीनी पावडर आधा चम्मच जायफल पावडर, पाव चम्मच नमक, १ चम्मच संतरे के कददूकस किए छिलके, पाव कप संतरे का रस, २ अंडे फेंटें हुए।

विधि: पहले मक्खन चीनी फेंट ले। अच्छी तरह फेंटने के बाद उस में कददूकस किए गाजर और संतरे के छिलके मिला दें। सुखी चीजें- मैदा, नमक, बेकिंग पावडर उपर वाले मिश्रण में मिला दें। अखिर में संतरे में का रस और फेंटी हुए अंडे मिलाकर सब - कुछ मिलाकर इस पूरे मिश्रण को केक के बर्तन में डालकर यह अवन में १ घंटा बेक कर ले। ठंडा होने पर ही इस गाजर केक को बाहर निकालें। पोष्टिकता से भरपूर.. और स्वाद में भी लाजवाब..

खोपरे का केक

(कोकोनट केक) बिना अंडे का

सामग्री: १ कटोरी नारियल कददूकस किया हुआ, १ कटोरी बारीक सुजी, दही, १ कटोरी चीनी, पाव चम्मच बेकिंग सोडा, जायफल- इलायची पावडर ।

विधि: नारियल का कददूकस, सुजी, दही तथा चीनी एक साथ मिलाएं । उस में सोडा, इलायची पावडर मिला दे । इस सभी को एक - साथ कर दें, और मिश्रण को आधा घंटा रखें। घी लगाएं डब्बे में इस

मिश्रण को डालकर उपर से चारोली से डेकोरेट करें । १८० सेंटीग्रेट पर ३५ मिनट इस कोकोनट केक को बेक करें । छोटे बिस्कीट कटर से अलग- अलग आकार में काटे । उपर से चैरी के टुकड़े डेकोरेशन के लिए लगा दें । ध्यान रहे इस कोकोनट केक में मक्खन, घी शामिल न होने के कारण इसे डाइट केक भी कहा जा सकता है ... ।

लिहाजा वेट कॉन्शस लोगों के लिए इस केक को क्रिसमस- न्यू इयर जैसे मौकों पर अवश्य खाना चाहिए ... ।



जाड़े के दिनों में - लुत्फ लें... पेस्ट्रीज का...

सेलीब्रेट न्यू इअर विथ पेस्ट्रीज...

दोस्तों... सच तो यह है कि बच्चों को जितनी पेस्ट्रीज पसंद है... उतनी ही बड़ों को भी... क्यों न हो... भला? वैसे... इन ठंड के दिनों में भी पेस्ट्रीज खाने का मजा ही कुछ और है... वैसे, बड़े शहरों में हमेशा पर फुड फेस्टिवल्स चलते ही रहते हैं... उन्हें बड़े पैमाने पर लोग एन्जॉय करते हैं... पर क्या आपने कभी पेस्ट्रीज का फेस्टिवल सुना है... ?

जी... हां... मुंबई के पास बसे नासिक शहर में हाल-फिलहाल में पेस्ट्रीज का रंगारंग फेस्टिवल आयोजित हुआ था...। इस अनोखे पेस्ट्रीज का सबसे बड़ा आकर्षण यह था की.. इस में विश्वभर की लोकप्रिय पेस्ट्रीज नासिक के नागरिकों के लिए पेश की गई... जिसका पूरा लुत्फ नासिक करों ने उठाया...। इस पेस्ट्रीज के मेले में फ्रांस जर्मनी, ऑस्ट्रिया, इटली, यूरोप के अन्य कई देशों से पेस्ट्रीज का स्वाद यहां लोगों

के सामने प्रस्तुत हुआ। वैसे, दुनिया घूमने वाले लोग तो बहुत हैं.. पर्यटन पर जाने वाले लोग भी अक्सर उस देश का खाना तो खा लेते हैं, पर काम के सिलसिले में वहां की स्वादिष्ट पेस्ट्रीज खाना रह जाता है...। शायद यही सोचकर इस पेस्ट्रीज के महोत्सव का आयोजन किया गया था।

आप में से कितने लोगों इस बात को जानते हैं- की सबका फेवरेट केक- ब्लैक फॉरेस्ट यह जर्मनी के ब्लैक फॉरेस्ट इलाके से ताल्लुक रखता है। तो डच ट्रफल केक सिर्फ नाम के लिए डच यानि नेदरलैन्ड्स का है... यह तो अन्य यूरोपियन देशों में बनाया जाता है। बकलावा यह तुर्कस्तान की पेस्ट्रीज ऑस्ट्रिया की जिंजड टार्ट, फ्रांस की चोऊ पेस्ट्रीज जैसे खास पेस्ट्रीज को लोगों ने दिल से खाया... और साथ ले भी गए...।

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Contact person: Wasdeo K.Totade-09922511349, Sarla D.Shende-09270743135

कुछ दिलचस्प मॉकटेल्स...

बढाएं जीवन के रंग

इन्सान की फितरत होती है, हर बार नया स्वाद-नये रंग-कुछ नयी कोशिश को अपनाने की.. एकरसता जिदगी का मजा किरकिरा कर देती है । इस नये सीजन पर तो क्रिसमस तथा नये साल के जश्न का रंग -सुरर चढा हुआ है... फिर, क्यों न इस रंगीन मौसम को और रंगीन बनाते है, कुछ मजेदार जायके वाले मॉकटेल्स....यह मॉकटेल्स हर उम्र, हर दिल को भाने वाले है....यदि आप हार्ड ड्रिंक नहीं करते, वहीं सॉफ्ट ड्रिंक का जायका लेकर आप कुछ उकता गए है, तो ऐसे में यह नये स्वाद आपके उमंग -उल्लास को दुगुना कर सकते है...

एकापिलको गोल्ड

२ छोटे ग्लास पाइनापल फ्रेश ज्यूस । १ छोटा ग्लास अंगुर ज्यूस, १ छोटा ग्लास नारियल का दूध, १ छोटा कप ताजा क्रिम इन सारे इन्ग्रेडिअन्ट्स को बर्फ के साथ एक -साथ घोलें। उन्हें अच्छी तरह से घोलने के बाद फिर आकर्षक कॉकटेल ग्लास में डालकर सर्व करे... ।



अॅप्पल स्पायडर

पिंक रंग वाले ४ बडे अॅप्पल (सेब) का जूस निकाले । ४०० मिलीलीटर लेमोनेड, २ बडे चम्मच लेमन का शर्बत अॅप्पल ज्यूस तथा लेमोनेड को एक -साथ मिलाएं... दोनों ज्यूस को लंबे आकर्षक ग्लासों में डालने के बाद फिर उन में उपर से २ बडे चम्मच शर्बत मिला लें... पाइए.. एक अनुठा स्वाद...



अमरुद का रस

वैसे तो अमरुद यानि गवावा सेहत के लिए काफी उपयुक्त फल है। शरीर को सी व्हिटैमिन देने के साथ इस के खाने से कभी भी हाजमे की शिकायत नहीं होती। बहर हाल, इस मॉकटेल को बनाने का तरीका कुछ इस तरह है - अमरुद के १० हिस्से बनाएं। इस अमरुद के हमें पल्प (गुदा) की आवश्यकता होगी। यही पल्प स्वाद भी बनाएगा, और उस से बनेगी एक अनोखी मॉकटेल। अमरुद के पल्प निकालकर इन में २ बड़े चम्मच रासबेरी सिरप मिलाएं। ४ बड़े चम्मच लाइम ज्यूस मिलाएं। इन में आवश्यकता हो तो शुगर मिलायी जा सकती है। इन स्वादों को बर्फ के साथ अच्छी तरह घोलकर लंबे से ग्लास में सर्व्व करे।

मिंट मॉकटेल

पुदिना की चटनी हो... या पुदिना शरबत ... पुदिना का स्वाद ही कुछ ऐसा है... जो खाएं... वो चटखारे लेते रहेगा...। इस मॉकटेल को वैसे बच्चे भी बना सकेंगे...। लेमन ज्यूस में हलकासा अद्रक का स्वाद हो... अद्रक को हलकेसे मसलकर उसका जायका आ सकता है। पुदिना के पत्ते धोकर उस में १०-१५ पत्ते लेमन ज्यूस-अद्रक तथा आइस के साथ अच्छी तरह घोल लें। वैसे आज-कल तो फ्लेवर्ड शुगर का जमाना है ...। किसी भी फ्लैवर में शुगर उपलब्ध होने लगी है।

इस फलेवर्ड शुगर का भी इस्तेमाल किया जा सकता है। मिंट (पुदिना) का मॉकटेल वैसे क्रिसमस का लुत्फ बढा देगा... और साथ में स्वास्थ्य की शिकायतें दूर होगी... दिल और दिमाग तरोताजा करने का आसान तरीका है, पुदिना मिंट मॉकटेल।



पफ पेस्ट्री



पफ पेस्ट्री, पफ बिस्किट आदि बनाने के लिये आपको पफ शीट्स (Puff Pastry Sheets) की आवश्यकता होती है। सामान्यतया भारत में पफ पेस्ट्री शिट (Puff Pastry Sheets) उपलब्ध नहीं होती। आप इसे घर भी आसानी से बना सकते हैं। पफ पेस्ट्री बनाने के लिये थोड़ी सी मेहनत और ढेर सारे धैर्य की आवश्यकता होती है, इसमें आपको आटा बार बार फ्रिज से निकल कर बेलना और फिर फ्रिज में रखना पड़ता है, इन्हे एक बार बनाकर फ्रिजर में रख लीजिये और जब चाहे तब तुरंत गरमागरम पफ पेस्ट्री या बिस्किट बनाईये।

आवश्यक सामग्री

- मैदा - (५ कप) • मक्खन - (१ १/२ कप)
- नमक - एक छोटी चम्मच • नींबू - १

विधि

मैदे को छान कर किसी बर्तन में निकाल लीजिए, १ कप मैदा सूखा बचा कर अलग रख लीजिये, बचे हुए

मैदे में एक टेबल स्पून घी, नींबू का रस और नमक डाल कर पानी (इस आटे को लगाने के लिये, मैदा की मात्रा से आधा पानी से आधा पानी से कम पानी की आवश्यकता होती है) की सहायता से चपाती जैसा नरम आटा लगा लीजिए, गूंथे हुये आटे को आधा घंटे के लिये ढककर रख दीजिये, फिर से आटे को मसल कर ठीक कर लीजिए।

मक्खन को मैस करके ५ मिनिट के लिए फ्रिज में रख दीजिये ताकि यह एकदम ठंडा हो जाय, गूंथे हुये आटे को किसी बोर्ड या किचन टाप पर सूखा आटा छिड़क कर आयताकार बेल लीजिये, बले गये आटे पर, जमे हुये मक्खन को फ्रिज से निकालकर एकदम बीच में रखिये।

अब इस आटे को चारों ओर से उठाकर इस तरह मोड़िये कि मक्खन पूरी तरह से ढक जाय और इस मक्खन भरे आटे को सूखा आटा छिड़क कर बेलन से कम दबाव देते हुये आयताकार इस तरह बेलिये कि

मक्खन शीट से बाहर न निकले या कम से कम निकले, अगर मक्खन आटे से बाहर निकले तो उस जगह सूखा आटा छिड़क दीजिये बेलें हुयी शीट को दायें और बायें और ऊपर नीचे से पलट कर यानि कि मोड़ कर चार मोड़ डाल दीजिये, जैसे हमने मक्खन भरकर मोड़ा था, मोड़ने के बाद इसे १५ मिनट के लिये फ्रिज में रख दीजिये ताकि आटे की परतों के बीच में मक्खन जम जाय, यह आपका पहला स्टेप हुआ ।

१५ मिनट बाद आटे को फ्रिज से बाहर निकाल कर फिर से सूखा मैदा छिड़क कर उसी आकार में बेलिये बेलते समय सावधानी रखे, बेलने से चारों ओर एक जैसा हल्का दबाव देते हुये बेलें, जरा भी सावधानी से मक्खन शीट से बाहर निकल आयेगा, अब फिर से चारों ओर से मोड़ कर फ्रिज में पन्द्रह मिनट के लिये रख दीजिये, यह आपका दूसरा स्टेप हुआ ।

इस तरह दो बार और आटे (Puff Pastry Dough) को फ्रिज से निकाल कर बेलिये और मोड़िये ताकि आपके चार स्टेप पूरे हो जाय, चार स्टेप पूरे होने के बाद

पफ पेस्ट्री या पफ बिस्किट बनाने के लिए आटा (Puff Pastry Sheets) तैयार है ।

इस तैयार आटे को लगभग १/३ इंच मोटाई में बेल कर बड़ा कर लिजिये और अपने पसन्द के आकार के अनुसार या (२ ४) इंच के आकार में टुकड़े काट लीजिये, इन टुकड़ों से अभी पेस्ट्री बनाई जा सकती है इन टुकड़ों को आप अपने फ्रीजर में एक के ऊपर एक रख सकते हैं, २ टुकड़ों के बीच एक पोलिथीन का टुकड़ा भी रख दीजिये ताकि ये पीस आसानी से एक दूसरे से अलग किये जा सकें, सारे टुकड़े किसी एयर टाइट कन्टेनर में रखकर फ्रीजर में दीजिये. आप जब भी चाहे ४-५ घंटे पहले अपने फ्रीजर से टुकड़े निकाल कर रखें और पफ पेस्ट्री या पफ बिस्किट बना लीजिये. फ्रिज से शिट के टुकड़े निकालकर कर माइक्रोवेव से प्रोस्ट करके तुरंत भी पफ पेस्ट्री या पफ बिस्किट बना सकते हैं ।

WE MANUFACTURE AND EXPORT

Potassium Sorbat
Sodium Erythorate
Eryhobic acid
Glycine
L (DL) Alaniner
L- Lysine HCL mono
Erythritol
DL Methionine food grade
Sorbitol 70% and Grystalline powder
Dextrose mono and anhydrous
Xylitol
Fuctose crystalline
Maltitol liquied and crystalline
Malot dextrin DE 10 -20
Polydextrose

पोटेशियम सोरबेट
सोडियम इरीथोरेट
इरिथ्रो रबीक एसिड
ग्लिसीन
एल (डी एल) - ऐलनाइन
एल लिसिन एच सी एल मोनो
इरिट्रिटोल
डी एल मेथीओनाइन
सोरिबिटोल ७० और क्रिस्टलीय पावडर
डेक्सट्रोस मोनो एण्ड एनहायड्रोस
झायलिटोल
फ्रुक्टोस क्रिस्टलाइन
मैलिटोल लिक्विड एण्ड क्रिस्टलाइन
मेलोटडेक्सट्रिन डी डू - १-२०
पोलिडेक्सट्रोस



石家庄瑞远化工有限公司
shijiazhuang raruan chemicals co ltd

Shijiazhuang Raruan Chemicals Co., Ltd

9-310, Found S&T Park, No 266, Tianshan Street, Shijiazhuang City 050035, Hebei Province P. R. China

Tel: +86 311 86057690 Fax: +86 311 86057073.

Web Site: www.raruanchem.com.

Mail: india@raruanchem.com raruanchemicals@gmail.com.

Local Contact: Mr. Nathan, Chennai, 9840898078

बनावटी चीनी क्या है।



आर्टिफिशियल शुगर या बनावटी चीनी उस पदार्थ को कहते हैं जो चीनी का ही दूसरा रुप होता है। इसमें चीनी से कम ऊर्जा या कैलोरीज पाई जाती है। यह पदार्थ चीनी के जैसा मीठा होता है, इसके खाने पर चीनी जैसी मिठास का अनुभव होता है। इतना ही नहीं इस पदार्थ में कैलोरी कम होती है। आइए जानें रिफाइंड सफेद चीनी और बनावटी चीनी इत्यादि के बारे में कुछ और बातें।

बनावटी चीनी के फायदे

1. आमतौर पर चीनी में अधिक मात्रा में कैलोरी होती है जिसमें मोटापा बढ़ने की संभावना रहती है। अधिक मीठे से हृदय रोग और डायबिटीज की संभावना भी बढ़ जाती है। ऐसे में डायबिटीज रोगीयों या उन लोगों के लिए बनावटी चीनी खाना अधिक फायदेमंद रहता है जिन्हें मीठे से परहेज करने की सलाह दी जाती है।



2. जिन लोगों को अधिक मीठा या चीनीयुक्त खाद्य पदार्थ पसंद हैं उनके लिए बनावटी चीनी बहुत फायदेमंद है, इससे उन्हें चीनी की मिठास का अनुभव मिलता है।



3. बनावटी के चीनी में मिठास के कण होते हैं, जो कि सामान्य

चीनी में पाये जानेवाले ग्लूकोज से अलग से अलग होते हैं। इन कणों के प्रकार और मात्रा के अनुसार मिठास का अनुभव होता है।



4. बनावटी चीनी में पाए जाने वाले कण बहुत कम ऊर्जा में परिवर्तित होते हैं, जिससे कि ये कोई खास कैलोरीज नहीं प्रदान करते हैं।
5. बनावटी चीनी के अंतर्गत मिठाईयां, आईसक्रिम, केक चॉकलेट इत्यादि मिठास वाले खाद्य पदार्थ शामिल हैं और रिफाइंड सफेद चीनी के अंतर्गत मीठे पेय पदार्थ, जैम जैली इत्यादि हैं।
6. कुछ ऐसे खाद्य पदार्थ भी होते हैं जिनमें प्राकृतिक रुप से चीनी के मिठास का अनुभव होता है लेकिन यदि वे चीनी की तरह ही अधिक कैलोरीज वाले होते हैं तो वे आर्टिफिशियल शुगर या बनावटी चीनी की श्रेणी में नहीं आते।

बनावटी चीनी के नुकसान

1. रिफाइंड चीनी आमतौर पर जैम, जैली, अचारों और ठंडे पेय पदार्थों में अधिक मात्रा में पाई जाती है।
2. डिब्बाबंद खाद्य पदार्थ में रिफाइंड चीनी हमारे स्वास्थ्य के लिए हानिकारक है। इसके उपयोग से शरीर में कई तरह के रोग हो सकते हैं।

India Well-Positioned for Advancement In Food Traceability For Several Years

Anurag More, Mumbai



Public recalls of food products due to food safety concerns are comparatively rare in India, but with the growing capability of the FSSAI (Food Safety and Standards Authority of India) and with the development of branded food products they are becoming common tools to protect customers when things go wrong with a food production process.

"India is rather advanced in the food traceability area and has implemented various tracking and tracing systems in its food industry such as the GrapeNet software used to provide traceability for



the table grapes exported from India to the European Union. With the Indian food industry projected to grow by \$100 billion to \$300 billion by 2015 according to a report by FICCI (Federation of Indian Chambers of Commerce and Industry) - Technopak, the

Government of India is focussed on enhancing the competitiveness of the food processing industry for both, domestic and international markets. India is definitely well-positioned for more advancement in food traceability over the next several years," said Andrew Tay, APAC (Asia Pacific) President, Zebra Technologies.

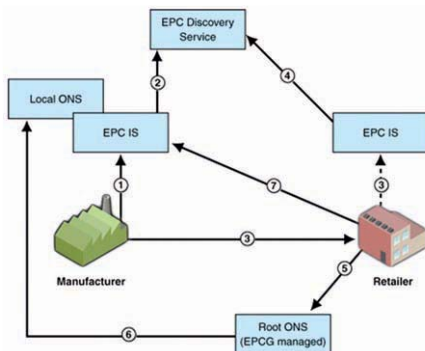
Thus, there are new trends in food traceability



technology which are currently being observed.

These include:

The Bar Code Traceability System: It is typical, and relies on standard, commonly used linear bar code formats for cases and pallets. Increased traceability and other applications are possible using more advanced, standardised identification technologies such as GS1 DataBar Reduced Space Symbology (RSS) bar codes and the Radio-Frequency Identification (RFID). The RSS targets produce, loose items, and other difficult to identify products. There are high data capacity versions of the RSS that enable encoding of lot codes or other traceability information.



The Electronic Product Code (EPC) RFID System:

It creates a unique serial number for each item (in contrast to a Universal Product Code (UPC) / EAN (European Article Number) number that identify the product type and manufacturer, which is very helpful for traceability applications. Rewritable RFID tags that have extra memory sufficient for lot codes and other information support EPC. Encoders can update RFID tags with time stamps and transaction records to create electronic pedigrees. Smart tags (battery-powered RFID) can record temperatures and other environmental data critical for the fresh produce industry.

"The momentum is growing to implement whole-chain traceability, which includes internal and external visibility, from the grower, through the distributor, to the retailer. A key industry effort is the Produce Traceability Initiative (PTI), which strives to achieve supply chain-wide adoption of electronic traceability of every case of produce by 2012," adds Tay.

PTI uses a Global Trade Item Number (GTIN) to achieve traceability. The GTIN includes a GSI company prefix and a unique item reference number compatible with the UPC bar codes, and the RFID or human readable codes. Even the most diligent of food businesses can have a problem that only comes



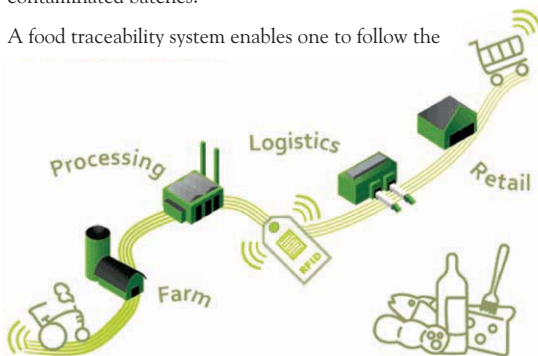
to light after the products have been dispatched. The problem may sometimes be due to the actions of ingredient suppliers who informs about the issue after one has already dispatched products, or the breakdown of sterilisation equipment that is only detected during a routine audit or even a mistake in the labelling of allergens or ingredients that is only noticed when the product is on the shelves.

In recent years, food safety incidents and food scares



have been increasing and consumer's confidence dwindling. Recent food scares have demonstrated that the identification of the origin of food and feed is of prime importance for the protection of consumers. The 2009 case in the US of salmonella in peanuts resulted in over 300 product recalls, but an interesting factor was that these recalls took place over a three-month period, indicating that it took many weeks for some suppliers to realise that their products contained peanuts from the contaminated batches.

A food traceability system enables one to follow the



movement of any food product by documentation through each point of food handling. When an incident occurs, the food traceability system could assist in the recall of the food products in question and assist in the investigation of the cause. Also transmitting and verifying the relevant information would contribute to increasing reliability on the information of the label, and thus enable consumers to purchase food with a sense of security. ❌



A Passion for Bakery Ingredients



AB Mauri India Pvt Ltd (Formerly Burns Philp India) is a part of Associated British Foods, U.K. It has its corporate head office at Chennai and sales offices in cities across India including Delhi, Hyderabad, Mumbai, Chennai, Bangalore, Cochin and Kolkata.

It is one of the largest producers and distributors of fresh yeast, bakery ingredients, spices and functional ingredients in the world. This development has brought in a wide variety of products under the umbrella of AB Mauri India



New Media met with the Exe. Director, AB Mauri India Ltd, Binu Varghese. Following is the excerpt of the interview with him.

How long has AB Mauri been functioning in India?

AB Mauri has been in India since 2004. Globally, we are a 100 year old company and one of the largest producers and distributors of yeast and bakery ingredients in the world. We used to be an

Australian company and now we are part of one of the biggest British groups of Associated British Foods plc (ABF).

What is the footprint of AB Mauri in the world arena?

AB Mauri is present in 66 countries around the world but as ABF, which is our parent company, we operate in more than 124 countries across the globe. We are into various businesses. We are the second largest sugar manufacturers in the world. ABF has two major offices, one based in Australia and the other in Sydney. The Global Technology Group, based in Sydney Australia covers all aspects of yeast manufacturing and operations including strain development, engineering, fermentation technology, project and procurement management while the Bakery Technology Group based in the Netherlands covers baking science research formulation and application skills, and a highly-focused team



responsible for the management of our Global Accounts business. This team manages our relationships with those major international bakery and food service groups whose geographic scope extends across several or all of our regional businesses.

As ABF we are into a lot of things but as AB Mauri we focus on the baking segment.

***AB Mauri has been in India since 2004.
How has the experience been so far?***

We are at a very exciting point in India because the bakery industry is really growing. With more women focusing on broadening their career, they do not have time to prepare big elaborate meals anymore. Thus families are more into convenience food like breads, pizzas or burgers and if people want some light snacks, they go into a coffee shop and order a coffee with sandwich, brownie or donut along with it. So it's a very exciting time to be here in India. Our company is also growing with each passing year. AB Mauri India is one of the fastest growing baking companies as compared to the other AB Mauri companies around the world.



***That's very exciting and wonderful to know.
In how many cities in India is your presence felt?***

We have 12 offices around the country. We are in remote villages and towns and our sales people and baking teams are spread across the country.

What are the present challenges you feel the regulating authority have for standardization of quality packaging?

India has seen dramatic changes. I have been in the food industry for the last 17 years and at times, it was very frustrating because the laws were very loose and ancient. We were not able to use things which the whole world know are very good, but at the same time you could use very cheap ingredients which could be harmful for health. But the last Food Safety Act has really changed the outlook towards opting for higher quality materials. Multinational companies are now able to import and use some products which are not easily available in India. So a lot of these taste enhancers are very safe for human consumption and are in fact, good for health. The laws have been relaxed but at the same time, they are very strict on people who take shortcuts. We do not have to worry much now about companies operating out of small sheds and who compromise on ingredients and come out with very low cost products. These are difficult times for them.

What are the various steps you have taken to educate your customers regarding the quality aspects, your range and the product and services?

AB Mauri is known to be a supplier and also a trainer. We were amongst the first ones to launch bread improvers or many types of breads in terms of whole wheat bread, multi grain bread mix, etc so we had to spend a lot of time educating people about the intricacies of a good product. Brown bread is in fact whole wheat bread but many bakeries in India would add just colour to the existing bread and called it brown bread. Actually globally, there is no such thing as brown bread but just whole wheat bread. So we have to educate people about what is



good wheat flour and why it is good for health, why is fibre required and so on. We therefore conduct many workshops. We are also amongst the few companies with bakers in the field. Their job is not to sell; their job is just to ensure that quality products are coming out from the bakeries.

What is the status of growth of the bakery and food ingredients industry?

Ohh... it's growing!! I keep asking bakers what they feel is their growth level and they all are very shy to say that it is actually 20% - 25%. When we look at the scenario in Europe we see that it is stagnant. There is zero growth over there. America might have a downward growth or if there is any good growth, it is only around 2% - 4% while India's growth is tremendous and huge.

India is growing into a country which will eat more bread, more pizzas, more burgers and probably more healthy breads, healthy burgers and healthy pizzas. So we are indeed at a very exciting point of time.

What are the range of products and services you have offer to the Indian market and what has been the response?

Initially, the response was slow but it began to pick up after that. I think we enhanced the quality of bread with our bread improver products. We then introduced pre-mixes where you only have to add water. We have now taken the next step by launching baking products in smaller packs for people who want to bake at home. Earlier, the packs were all five kilos and twenty kilos because big bakeries needed it but seeing the increasing interests people have for baking, we are now catering to this growing group in half kilo and one kilo packs. So you can actually buy a donut mix, follow the instructions and you will get fresh donuts in an hour's time. You can have a good time with the family in the evening with just some donuts or some tea, cakes or muffins and brownies. Earlier, these things were available only in bakeries or in coffee shops where you have to pay Rs.60 for it but I am sure you can get it at a reasonable price if you buy the mixes from AB Mauri and also have the sense of accomplishment for having been able to bake something by yourself within the confines of your own home.



It's wonderful and good news because it has always been a big challenge for everyone to get the right consistency with the home made mix. It is indeed heartening to know that you have made it available to the Indian consumer. What are AB Mauri's future plans?

What we are trying to do is not only increase our sales but we believe that to increase the market, we have to educate the market. That is why we have an Innovation Center in Bangalore which makes these products as per Indian tastes and we also have a training centre where people - housewives, bakers or anyone interested in baking, even the baking community itself, are welcome to come and spend a couple of days with our bakers and learn how to make these products. We often get complaints like, "my cake is very dry, my dough is not rising" etc. We would like to encourage you to get in touch with our staff and learn some of the techniques which are used in world class bakeries around the world. You will not have to go to America for all the baking



products or import yeast any longer. We have made all these available for the Indian consumers, customized to Indian taste. Anyone is welcome to come and get trained or we will send our technical people and bakers to your place to train you.

Does that mean you are even open to visit a family to teach them the art of perfect baking or do you mean visiting different bakeries?

Yes, we visit families who want us to help them. We got an invitation from a lady and some of her friends who were all interested in refining their baking skills. Our technical people visited them and spent the entire day teaching this group the techniques of kneading the dough, and all the intricacies associated with baking. Baking looks very easy but it is in fact a little complicated yet it's fun to learn every step that goes into making baking a wonderful and enriching experience. And our staff is all too happy to teach you that.



Its good to know that we can learn and improve our baking skills. Are all your products or raw materials manufactured in India or do you import them?

We also import but we do so from our sister companies from around the world. They will not hurt your wallet as we do not charge obscene margins on any of them. There is a lot that is still being imported because the western countries' baking culture is very high while India is still catching on. So we make sure to import things that are not available in India.

What is the price range say, for example, a ready mix for donuts, as compared to other products and brands?

I am sure if you go to a good bakery and take one of those big chocolate dipped donuts you will end up paying anything between Rs.40 - Rs.60/- but if you do it home with one of our product mix, the cost will not exceed Rs.10 - Rs.11/-

We are very happy to serve the Indian consumer because our commitment to the Indian market is very high. The entire team at AB Mauri is very passionate about baking. We believe that people in India have the right to eat products which are only available in Singapore, America or London. We are very happy to provide that and we will always strive to give the best to the Indian consumer.



Is your brand or product a stand-alone or are you partnering with some of the big retail stores?

We will do that but it will be eventually over a period of time because the consumer will have to pay more as the retail stores also need to have a certain percentage from each product but right now we have ensured that our distribution system reach the consumer easily. If you fail to find one, we encourage you to just drop us a mail or call us at our customer care number. We will get back to you and direct you to a place very close to where you are.

That is indeed great news! Are there any options for online shopping?

Yes, we are just opening up portals for online ordering of our different products so that will also be made available very soon. ❌

BAKERY BUSINESS – 2011

In a bid to cater to the needs of the bakery and pastry professionals from the existing, emerging and unorganised segments, Bakery Business – 2011 attracted over 6,500 professionals from across the industry spectrum and regions. Over 100 exhibitors (national and international) showcased contemporary and futuristic bakery technologies and ingredients.

Said Peter from Bakery Equipment Company - JMB, "We got a good response and our targets for sales were met. We had an average foot fall of 1000 clients. Whatever orders we have got, it is going to give us work for another 6 to 9 months."

"Exhibition for us implies not only sales but we get the opportunity to educate the customers on more features our machines can offer with the help of the latest technology," he added

Bakery Business 2011 not only showcased new advancements in the industry but also previewed the latest baking technology for every kind of bread and bakery item. It went a way ahead and hosted events like India Bakery & Pastry Challenge (IBPC), Live Bakery Theatre, Bakery Business Knowledge Seminar and Home Bakers Challenge.

"We had the opportunity to interact with bakeries spread across the regions of Maharashtra, Gujarat and the southern states. In fact, we could also reach out to the customers from interior areas, which hitherto were not in our fold," informed Ramesh Jayaram from Gwalior based Tropilite Foods Pvt Ltd.

The event exhibited baking ovens,



bakery and bread plants, bread slicers, bun dividers, cookie manufacturing machines, packaging machinery, pizza ovens, microwave ovens, refrigerated display counters, dough sheeters, planetary mixers, baking agents, chocolate manufacturers, raw materials, bakery enzymes, chocolate and finishing ingredients, partly baked and finished products, ice-cream dispensers, decorative items and baking accessories, clean and hygienic products, laboratory and measuring equipments, bakery/café furniture, trays/pans/containers, tortilla and specialised publications.



Audience at Workshop on International Breads



Bakery Business Show

The event attracted visitors from the wholesale bakery plants, retail outlets/malls/hypermarkets, in-house supermarket bakeries, catering companies, restaurants/hotels, resorts and country clubs, cafes, artisan bakeries, home bakers, snack producers, biscuit and cookie producers, sweetmeat marts, shops, cash and carry stores, convenience stores, distributors /importers of food and drinks. "We registered a visitor footfall of over 5500," informed the organisers.

Bakery equipment company C S Aerotherm registered an average footfall of 350 customers with 250 being the prospective ones. Said Harsha N, CEO, C S Aerotherm, "Though the ratio of enquiries to conversion of business orders has been low due to the economic downturn impacting the industry, the show was, however, successful as we could meet the target customers."

Bakery Business Knowledge Seminar, a one-day

seminar held alongside Bakery Business - 2011, offered business insights into running a successful bakery operation. Speakers addressed a wide range of topics like starting a bakery, financial viability of projects, financing solutions from the government agencies, cost efficient bakery kitchen designing and planning, bakery franchising - pros and cons, and global bakery and pastry trends.

On the subject of prospects in bakery business, Lawrence narrated his experience about setting up JM Bakers

Academy. He said that bread was considered as a sick man's food, when his grandfather took the decision of diversify from the tailoring business to bakery. World War II proved to be a turning point in his life. His friend from Punjab D. C. Johar, who was a contractor with the Armed Forces, helped him set up a unit for producing breads. He was scouting for customers when he started. He went to sell bread from one European customer to the other, the very same people whom he used to make dresses. The demand for his freshly baked bread was so high that the bread had to be rationed. People used to come with coupons to buy a loaf of bread. The bakery grew phenomenally from that stage.

The third edition of "India Bakery & Pastry Challenge (IBPC) 2011" was also held simultaneously. This is a professional bakery and pastry excellence display competition organised at a

national level involving senior and apprentice chefs from the finest of hotels and bakery/pastry chains. IBPC was organised under the close guidance and technical partnership from the industry's most premier culinary body Western India Culinary Association (WICA). The WICA is represented by some of the industry's most senior and internationally renowned bakery and pastry professionals.

Another major highlight of the show, 'Live Bakery Theatre' included daily



Exhibitors at Bakery Business Show

demonstrations by leading bakery and pastry chefs from the industry to help the audience get some practical experience in fine Italian bread recipes.

On the last day of the event, there were two sessions of the Live Bakery Theatre. Baking enthusiasts from around the country throng to watch the live demonstration of various recipes by two of the best pastry chefs - Savio Fernandez and Nilesh. There were eight recipes that went into the oven. In the morning session, Chef Savio Fernandez of JW Marriott, who re-created Paris Hilton's bag entirely in chocolate during the international socialite's recent India visit, gave rare tips to participants. The audience's reception was exuberant, with some of them seen asking about his soon-to-be-published book. Chef Fernandez wrought magic on the menus he brought - fruit mascarpone, hazelnut profitrolls, chocolate mousse, and apple and fudge strudel.

The audience showed an uncanny persistence all through the long drawn-out processes of desert making, which was the focus of Chef Fernandez's demonstration. The hands-on job on dough making was something everyone could learn from. It was value-driven for professionals and housewives alike.

Other events included the Home Baker's Challenge and Professional Bakery Workshop, which saw a huge crowd of home bakers and bakery professionals all geared up to get insights into the art and science of baking by the hands of renowned pastry chefs from across the globe. The Home Bakers' Challenge brought out the latent talent in scores of individual bakers, some of them already in the coveted supplier's list of big corporates. This year's challenge was testimony to the fact that the event has grown by leaps and bounds since it started, and is continuing to grow. "We hope you have more facilities next year," says Kamal Bajaj, who owns a bakery in



Chef Savio Fernandes at Live Bakery Theatre

Mumbai's Cuffe Parade, presaging the growing audience response in the years to come. "The event was very good and the people who participated were of really professional standard," adds Bajaj, whose bakery caters to the needs of the Bombay Stock Exchange and many Bollywood stars.

The participants were all in praise for the Challenge. "The event was well-organised, and the displays were well laid-out," says Payal Agarwal, a silver medallist for competition in decoration. "Everything was perfectly organised," concurs Shweta Agarwal, who won gold medal in the section, Brownie Ideas. The competition was really exhilarating for Shweta Agarwal as she faced a tough challenge from her peers. She feels that the entire event was filled with something totally different from what normal food competitions offer. "It was a really different experience. The chefs who



Chef Nilesh Karkhanis at Live Bakery Theatre



Chef Anil Rohira judging the HBC show

The jury, which consisted of veteran chefs such as Anil Rohira and Kainaz Messman, equally had a tough band of bakers before them to assess. The excitement of the participants indicated that there is no limit to their innovative mind—not even the pre-mix that they were provided with. Messman says, “I found a lot of enthusiasm and effort on the part of the competitors. Though the home bakers have plenty of scope for improvement, we also need to encourage professionals to share their knowledge. It is, after all, important to grow the business. I hope more professionals will come forward in future.”

The Display Category had four Classes: 3-Tier Wedding Cake, Brownie Ideas, Cookie With A Twist, and Chocolate Basket. The participants proved to be very innovative in their displays. For some, it was a great learning opportunity, too. Smita Ganatra, a first-time participant said, “I learned a lot of new things from the event. I was very impressed with the intricacies of decoration. We want more time to engage ourselves in preparation.”



Chef Noel Nalin Fonseka giving a low down on International Breads



Participants of the Home Bakers Challenge (HBC)

judged the competition were ruthless in their evaluation,” she adds. Payal Agarwal, on her part, feels that the inputs and insights they received from the chefs, who comprised the jury, were excellent. She says the inputs from the chefs helped them churn out better products when they tried the recipes later at home. Most participants felt that the techniques of heat, and the advice on what kind of chocolate to choose for various end-products were of great help.

Bakery Business – 2011 not only reflected the changing dynamics in the evolving bakery sector but also highlighted the significance of the industry which has fuelled the demand for technology purchase and ingredient imports in the country. ❌

Brownie Cottage - Sinful Bites



Brownie Cottage is an ace in its brownies. You can combine those yummy squares with anything.

Brownie...the name comes from the deep brown color of the confection, and because they are with dark brown chocolate. A chocolate brownie is a flat, baked square sliced from a type of dense, rich chocolate cake, which is, in texture, like a cross between a cake and a cookie. It was introduced in the United States at the end of the nineteenth century and popularized in both the U.S. and Canada during the first half of the twentieth century.

If you have been fortunate to have taken a bite into one of Brownie Cottage brownies, you know that you have experienced something magical that will leave you wanting for more, and more!

How did this sinfully yet delightful hub come into being? Raghav Goel, an engineer by profession, had a vision- to provide the authentic 'Brownie



Experience' to discerning Indian taste buds. He realized his vision in February 2000, when he opened Brownie Cottage – India's only retail brand in brownies. He tasted success immediately and enthused by the success in Mumbai, Raghav moved into other major India cities through the franchisee route by providing options that will suit the small business format. There are at present 18 outlets in India as well as 8 in Mumbai city alone.



You might ask, "What is so special about Brownie

Cottage's brownies?" Well, at Brownie Cottage, ingredients of the finest quality are used. Only pure dark chocolate is used - no cocoa and no powder. Yellow butter, castor sugar (no grain sugar), flour all go in to ensure that each brownie is an altar of pure chocolate. No artificial preservatives or chemical additives are used.

There are various kinds of brownies available at Brownie Cottage. Then there is the Cottage- 5 Star, 5 Star Fruit N Nut, Snickers Twix, Oreo, Oreo Truffle, Nutella, Nutella Chip, Ferrero, Toblerone, Dark Tobler, Lindt, Guylian Dark Chocolate and Brownie Chocolates while a variation that is made with brown sugar and no chocolate is called a Blondie.

Brownies come in a variety of forms. They are either fudgy or cakey, depending on their density, and they may include nuts, frosting, whipped cream, chocolate chips, or other ingredients.

Unlike cakes, brownies are crusty on the top and 'chocolaty' and gooey on the inside. To get that gooey feel, it needs to be just a tad undercooked in the center. They require no baking powder; hence there is no artificial leavening or aeration.

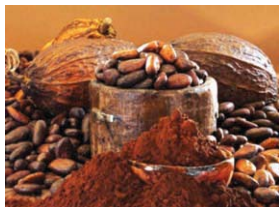
Alam Ansari franchise owner of 2 Brownie Cottages at Oberoi Mall, Mumbai has this to say about this captivating treat - "It's a rich, gooey chocolaty treat that oozes class."

Occasions come and go but brownies remain available 365 days and what better gift to give your loved ones than a delicious brownie!



Let's know more about this fascinating and ultimate coffee companion.

There are many theories about the history and origin of brownies.



Chocolate, made from Native American cocoa beans, was first consumed as a bitter beverage like coffee and soon after, sweetened with

sugar, which itself was very expensive until the mid-18th Century. By 1780 John Hanan had opened the first chocolate factory under the financing of Dr. James Baker (therein the origin of "Baker's Chocolate," a product still made by General Mills, Inc.). Cocoa powder didn't come along until 1828, and the first chocolate bar, made by the Cadbury Company of England, made its appearance only in 1842. Chocolate cakes, therefore, were a rarity, and it was most probably an American baker who first baked them; and the brownie, which would be made with unsweetened or dark chocolate, was among the first. Its texture, somewhat chewy rather than cake-like, gives the brownie its appeal, and there are those who prefer it more like fudge than cake, which further sets it apart from traditional cakes. Last but not the least, brownies should not be tall, but only an inch or so high, which also increases their density of texture and flavor.



The other theory about the history of brownie is that a chef at Chicago's Palmer House Hotel created the confection after Bertha Palmer, an American businesswoman, socialite, and philanthropist requested a dessert for ladies attending the Chicago World Fair; it

should be, she said, smaller than a piece of cake, though still retaining cake-like characteristics and easily eaten from boxed lunches. These first brownies featured an apricot glaze and walnuts, and they are still being made at the hotel according to the original recipe.

Brownies Recipe 1904, Service-Club
BANGOR BROWNIES.
 Cream one-half cup of butter, one cup sugar. Add two squares (one-quarter cake) Baker's chocolate, melted, two eggs, one-half cup pastry flour and one-half cup chopped walnuts. Spread on baking tins and bake fifteen minutes in a moderate oven.

Brownies Recipe 1904, Home Cookery

Brownies.

1 cupful sugar,	2 squares chocolate, melted,
$\frac{1}{2}$ cupful butter,	1 teaspoonful vanilla,
$\frac{1}{2}$ cupful flour,	1 cupful chopped nuts,
2 eggs,	A little salt.

Bake in quick oven in shallow pan, let rise, then fall.
 Cut in bars.

Eleanora F. Quinby.

Brownies Recipe 1896, Boston Cooking School

Brownies.

$\frac{1}{2}$ cup butter,	1 egg well beaten.
$\frac{1}{4}$ cup powdered sugar.	$\frac{3}{4}$ cup bread flour.
$\frac{1}{4}$ cup Porto Rico molasses.	1 cup pecan meat cut in pieces.

Mix ingredients in order given. Bake in small, shallow fancy cake tins, garnishing top of each cake with one-half pecan.

The earliest published recipes for a brownie like those of today appeared in the Home Cookery in 1904, Laconia, NH, Service Club Cook Book 1904, Chicago, IL, The Boston Globe April 2, 1905 and the 1906 edition of The Boston Cooking School Cook Book by Fannie Merritt Farmer. These recipes produced a relatively mild and cake-like brownie. The name "brownie" first appeared in the 1896 version of the cookbook, but this was in reference to molasses cakes baked individually in tin molds, not true brownies.

A second recipe appeared in 1907 in Lowney's Cook Book, by Maria Willet Howard and published by the Walter M. Lowney Company of Boston, Massachusetts. This recipe added an extra egg and an additional square of chocolate to the Boston Cooking School recipe, creating a richer, fudgier brownie. The recipe was named Bangor Brownies, possibly because it was created by a woman in Bangor, Maine. The Bangor Brownie went on to be rated 3rd in the top 10 snacks a few years later.

Brownies are common lunch box fare, typically eaten by hand, and often accompanied by milk or coffee. They are sometimes served warm with ice cream (*à la mode*), topped with whipped cream, or sprinkled with powdered sugar, especially in restaurants.

The chocolate brownie, once familiar only to North Americans, can now be found in many bakeries all around the world. ❖

Bakery Ingredients: Present Status, Challenges; Future Prospects

Pankaj Kumar Jha, R&D Manager, Calpro Foods Pvt. Ltd, New Delhi

The bakery sector is one of the fastest growing sectors in India with the unorganised segment cornering a 65% share of the bakery pie.

Ingredients for Bakery Products

There are two types of ingredients, according to their percentage in recipe:

a) Major Ingredients: These provide bulk to the product, overall structure, body etc. and consist mainly of wheat flour (heart of each recipe in bakery), sugar, fat, salt, water, egg (optional), SMP, soya flour, and starch.

b) Minor ingredients: These are functional ingredients generally added to improve the physical and sensory attributes of the bakery products. It also helps to overcome seasonal variations, process variations, to give similar quality product each time and to reduce the processing time. Broad categories are enzymes, emulsifiers and stabilisers, preservatives, chemical improvers, nutritional ingredients (vitamins, minerals, fibres, sweeteners), flavours, etc.

Bakery Industry and Consumer Trends

World Bakery Market

Today, the world bakery market is estimated to be worth US\$407 billion. It has grown at a CAGR of 3.93% over the last decade. Asia-Pacific is the fastest-growing region with a CAGR of 6.93%. With the increased emphasis on snack foods, there has been a steady rise in single-serve portions. This trend is evident in baked goods such as bread, rolls, pastries and doughnuts, which have seen a growth of 3-4% per annum. Another trend worth mentioning is the growing industrialisation in the world bakery market, with developed countries, barring European countries, seeing a steady swing

away from artisan bakers and towards more wrapped and specialty products in the categories like breads, cakes and biscuits, which have now become an important fixture in modern retail outlets.

Another trend, which is making waves in the advanced US market, is a growing preference for products providing health, convenience and indulgence. Most of the innovations were focussed upon the development of healthy or functional variants such as natural, functional, light or low carb, fat-free, sugar-free and organic bakery products.

Indian Bakery Market

In India, there are 85,000 bakery units, of which 75,000 operate in the unorganised sector occupying 65% of the market share. The Indian bakery market is valued at Rs 3,295 crore for 2008 and is expected to reach Rs 4,308 crore by 2012. The per capita consumption of bakery products as it stands today is 1 - 2 kg per annum, which compares very low with that in the advanced countries - 10 - 50 kg per annum. The urban areas hog a major share of the Indian bakery, comprising 77.5 % of the total market.

The Indian bakery market is estimated to be worth Rs 6,900 crore, growing at a healthy CAGR of 7% per annum. Out of this, bread and biscuits hold about 82% of the share. The major players in these segments are Britannia, Parle, Bakeman, ITC Foods Ltd, Surya Food and Agro Pvt. Ltd, GSKCH and HUL and the major brands are Britannia, Parle, Bakeman, Priya Gold, Elite, Cremica, Dukes, Anupam, Monginis and Horlicks.

Key Trends

Major trends in the Indian market are more or less similar to the world market. Some of the major

consumer trends in the Indian bakery market worth mentioning are:

- With globalisation and cultural integration, eating habits of the discerning urban and rural consumers are fast changing. Changing consumerism is witnessing product innovations and retail formats are going to be great platforms for product push in the near future.
- Bakery joints are slowly becoming popular hangout places. A typical trend is for a variety of bakery snacks, top quality products and value for money.
- The focus is now going to be on speed and versatility while addressing consumer demands.
- Consumers are increasingly concerned about their health and are well aware of the relationship between nutritious food and optimal health. Some popular trends in the market are the introduction of low / light, functional, natural and organic products.
- In addition to healthier products, consumers also are purchasing products that satisfy their taste-buds. On-site manufacturing of bakery products in bakeries and supermarkets directly contributes to this trend, as it is well known that the smell of freshly baked breads and other products is a strong motivational factor in subsequent purchases.

Exports

Mainly emulsifiers, preservatives, and Guar gum are exported. The major manufacturers in India are Fine Organics, Spell Foods, Spell Organics, Lucid, and Kemin. The export market comprises South-East Asian countries (Thailand, Philippines, Taiwan, and Malaysia), neighbouring countries (Nepal, Bangladesh, Sri Lanka, and Pakistan), USA, and African countries (Brazil, Chile, and Peru).

Apart from ingredients, bakery products (biscuits and cakes) are majorly being exported to Arab countries. Local manufacturers who exports bakery items are Cremica, Bonn and Kiddy's.

Imports

In India, food ingredients and raw materials to manufacture these ingredients are being imported from countries like China, France, Germany, USA, Brazil, Taiwan, Italy, Turkey, Chile, and the Netherlands. Quality and price are the two major factors favouring import of these ingredients. Major

MNCs importing ingredients are FSL, FDL, Danisco, Novozyme, Dowwolf, Roquette, DSM, CP Kelco, and the list is growing year by year.

Procuring Raw Materials

The ingredients are sold either directly to bigger customers or through distribution and sales network for local players and smaller bakeries. The ingredients are either individually sold (industrial customers) or sold as proper solution in mixes (for smaller enterprises).

Restrictions and Regulations

The import and export of food ingredients in India is governed by the Directorate General of Foreign Trade (DGFT) under the Ministry of Commerce. The taxes and duties are imposed by the Central Board of Excise and Customs, under the Ministry of Finance. According to Central Excise and Customs Law, each food ingredient is classified (for duties / taxes purpose) under different chapters according to their source, processing and nature. The other body keeping an eye on the quality of incoming ingredients is Food Safety and Standards Authority of India (FSSAI), under Ministry of Health and Family Welfare. Although food ingredients are properly classified and listed in this Act, the quality parameters and analysis techniques are still not clear, which sometimes creates trouble in importing and exporting of these ingredients.

Challenges and Prospects

Unorganised Sector: Local manufacturers with numerous local brands cater to the populous segment and contribute considerably to the bakery industry. Low margins, high level of fragmentation are the main features in the bakery industry. Volumes, brand loyalty and strong distribution networks are the main drivers of growth.

Organised Sector: The sector is facing problems due to low margins of profit due to escalating prices of major raw materials, particularly wheat flour, vegetable oil, sugar, and milk. But still the future of bakery industry in India is bright, as 70 - 80% of the market is still being served by the unorganised segments of the market.

Tax benefits and Issues

There are no tax benefits for import or export of bakery ingredients. ❌



"The cake has to come from Nita Gurbaxani", said Saira Banu categorically to her managers when she finalised the arrangements for the 89th birthday of Dilip Kumar at their Pali Hill residence. The lavish party the couple hosted on December 10, 2011 with the who's who of Bollywood in attendance is one of the many occasions when Nita received an order from Bollywood's first couple to bake a special cake. Nita has been a favourite with Dilip Kumar and Saira Banu from the time she started her business in earnest. She also modestly added that the elite couple trusts her as she uses only genuine ingredients and also partly because she is the niece of yesteryear star, Nanda.



Cakes, Glorious Cakes

"I know it is surprising that I took to this business when my family has been in show business since my grandfather's time", says Nita. "The fact is that I have always been interested in baking and after my graduation in Hotel Management from the Catering Institute, it was the bakery business that beckoned me. I had my stints of apprenticeship in five star hotels but the urge to start my own enterprise kept egging me to talk to my family."

Nita's mother, Meena Shastri, gave her Rs 1000 and a small oven to start out. Nita started baking cakes for the family and the response was, "Kya baat hai! She is quite like an expert!"

Encouraged by her family's praise, Nita began to accept small orders from close family friends. This did the trick as word of mouth about her sumptuous cakes made her 'the favourite baker' within her circle. Before she knew it, her small enterprise was expanding into a bigger enterprise and orders were



pouring in.

"I realised the need to travel abroad and upgrade my skills and I spared no effort to do so. Right from the beginning my sponge cakes were a hit. Customers would come back for more, saying the kids would want no other sponge cake but the ones I baked. I used to be thrilled. I also realised that it was because I used good ingredients and the right measures," says Nita.

Nita mastered all the skills quietly and acquired the necessary equipments. "I have been in the business for 22 years now and my cakes were in demand long before Biddy's appeared on the scene", she chuckles.

Nita's expertise in sugar craft is one of her strengths. "My interest in baking stemmed from my desire to do something creative. I saw great scope in using my expertise in sugar craft to create unusual designs for birthday and wedding cakes. Today I have designer cakes, 3 D cakes, theme cakes etc going out from my shop, EXOTTIQUE CAKES, in Bandra West."

Nita's clients have been loyal to her because they know she does not compromise in the use of healthy ingredients. "My cakes last longer and retain their freshness and flavour because I take personal interest in each cake that is mixed and baked. I make sure that the cakes are freshly baked, like for example, wedding cakes, I bake it on the wedding day itself so that it is fresh when it is cut. It is a lot of trouble and stress but let me tell you the compliments I receive make up for all those hours spent in the bakery", she signs off smilingly.

✕



Effect of FSS Regulations on Food Product Standards and Food Additives

Hem Chandra Joshi, Principal Scientist, Foods,
Dabur Research & Development Centre

The Food Safety and Standards Act, 2006

The food processing industry is widely recognised as the 'sunrise industry' in India and is of enormous significance for India's development because it is a vital linkage between the industry and agriculture.

Earlier the food processing industry in India was governed or regulated by several Acts and orders to safeguard food safety and the health of the consumer. But due to variation in the specifications / standards in different Acts / Orders, and administration by different departments and ministries, there were implementation problems and less importance was given to safety standards over a period of time. The food industry was facing problems as different products were governed by different orders and ministries and the rules and regulations in the country needed consolidation.

The Food Safety and Standards Act 2006 was introduced to overcome these shortcomings and to give more importance to safety standards. This Act consolidates the laws relating to food and establishes the FSSA for laying down science-based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import, to ensure availability of safe and wholesome food for human consumption. The Act integrates eight different food related statutes. The Act also aims to establish a single-reference point for all matters relating to food safety and standards, by moving from multi-level, multi-departmental control to a single line of command.

Standards and Additives prior to FSSA

Food laws and product standards prior to FSSA were often inconsistent and overlapping e.g., there

were ambiguities and overlap between the standards laid down in PFA and FPO. The PFA laid emphasis on the prevention of adulteration of foods; PFA was prescriptive and recipe-based (PFA laid down over 300 recipes of products), which restricted product innovation and choice to the consumers.

Proprietary formulations were not permitted for standard conventional products. PFA specified a list of additives that can be used in food products. Use of any other additive would render the product as adulterated even if the additive is safe. Under PFA, the Central Committee for Food Standards (CCFS) was the expert body that recommended mandatory national food standards. It had representation from the Central government, state governments, consumer organisations, research institutions, laboratories, and industry. There were various sub-committees under CCFS, which make recommendations on food standards in the respective sector.

The Food Safety and Standards Rules have been notified on May 5, 2011, and FSSA has been notified on August 5, 2011. The food authority while drawing up the regulations has tried to integrate erstwhile Acts, Rules, Orders, in line with the mandate of the FSSA. The Authority has not introduced new standards at this stage since it would require detailed risk assessment, examination of risk management options, consideration by the scientific panels / committee and final approval by the food authority and Central government as the Act mandates for legislation to be based primarily on scientific evidence and risk assessment. To do this task, several scientific panels and an overseeing scientific committee have been constituted.

The food authority has constituted the following

8 scientific panels in terms of Section 13 of the Act, consisting of independent scientific experts:

1. Functional foods, nutraceuticals, dietetic products and other similar products;
2. Method of sampling and analysis;
3. Food additives, flavourings, processing aids and materials in contact with food;
4. Contaminants in food chain;
5. Biological hazards;
6. Pesticides and antibiotic residues;
7. Labelling and claims / advertisements;
8. Genetically-modified organisms and foods

FSSAI Approach for Drawing Up / Revision of Standards

The new regulations / amendments will be made in the FSSAI standards / regulations from time to time and is an ongoing process. As per a draft paper shared by FSSAI for discussion on approach for drawing up / revision of standards; some of the objectives of developing food standards are :

- (1) To provide more effective food safety regulations and reduce the level of food-borne illnesses in India.
- (2) To continuously review and update the standards of food in line with progress of science and its capability to understand and prevent food-borne illnesses. (3) To develop regulations that are less prescriptive and easier to comply, which are more effectively monitored and implemented. (4) To encourage growth of the food sector by providing regulatory windows for innovative products to meet consumer choice and health, while providing highest level of protection to the consumer. While establishing standards, FSSAI will endeavour to (a) Develop standards which are easier to understand and make amendment more straightforward. (b) Replace standards which regulate individual foods with standards that apply across all foods or a range of foods. (c) Remove inconsistent / redundant regulations where new regulations are in conflict or superseded. (d) Resolve interface issues across various pieces of regulatory actions that arise with relation to foods. (e) Promote industry codes of practice to supplement regulation. (f) Promote consumer education as a cost-effective regulatory

option to labelling requirements. (g) Facilitate harmonisation of standards with India's trading partners and the international community-based on best practice.

New Food Categorisation System and Food Additives

FSSAI is working on developing new food categorisation system for regulation of food additives with an objective of replacing standards for individual food and harmonisation with Codex food categorisation system and to remove difficulties like ambiguities arising due to the complicated current structure, practice of allowing additives on basis of individual product instead of product categories, absence of a comprehensive list of additives which are proven to be safe and would be allowed, to be used in most foods in general on GMP basis practice of listing additives according to their functional classes.

The main problem with the current system is the practice of allowing additives according to specific products and not categories. This is the main issue that needs to be corrected immediately in the new FSS Regulations. There are 15 tables under Appendix A which together list about 186 products / product categories. Some of them are specific products while some are categories. In many cases, the same product / category appears in 2/3 different tables and separate set of additives are mentioned against the same product in each of these.

Description of Food Categories and their Coverage

While developing the new food categorisation system (product standards and additives) the authority is working on broad category numbering system that has been based on the Codex structure and this is also being followed in most modern laws across the world. It will bring in a harmonised structure and will also make it easy to relate to specific discussions on products and additives in Codex meetings. As far as the subcategories are concerned, efforts are being made to broad base the system so that each and every product currently listed in appendix finds a subcategory. Also new

subcategories have been added to include products which are widely available in the Indian market but are not categorised under any standard or additive listing.

As per the FSS Act new regulations are also being made for the manufacture, distribution or trade of any novel foods, GM foods, irradiated foods, organic foods, foods for special dietary uses, functional foods, nutraceuticals, health supplements, proprietary foods, etc.

Food Additives

FSSA has suggested 27 functional classes of food additives along with their technological purpose and as a single additive can be used for different technological purposes, the manufacturer shall declare the most appropriate functional class of additive. In the new categorisation system, products have been put under broad generic categories and subcategories so that the additives currently allowed to be used in one single product may also be allowed in similar products or proprietary foods falling under same categories. All food additives subject to the provisions of GMP Standard shall be used under conditions of GMP, which include the following; a)

the quantity of the additive added to food shall be limited to the lowest possible level necessary to accomplish its desired effect; b) the quantity of the additive that becomes a component of food as a result of its use in the manufacturing, processing or packaging of a food and which is not intended to accomplish any physical, or other technical effect in the food itself, is reduced to the extent reasonably possible; and, c) the additive is of appropriate food grade quality and is prepared and handled in the same way as a food ingredient.

Conclusion

While we are developing food standards and additives based on scientific knowledge, risk assessment and harmonisation with Codex, adequate care should be taken to cover indigenous products and new standards should focus on food safety and promote innovative and better offerings to the consumer. By the time new food product standards and categorisation systems are being worked out, the additives and standards approvals pending after shift from PFA to FSSA should be notified after due consideration so that the industry continues to innovate during this transition period.

Skill Development for Food Processing Sector-Wanted, a “PPP” Model

What Infosys is doing for IT sector must be emulated in the food manufacturing sector also to create a pool of exceptionally bright talent which can help the industry to upgrade their technical manpower very significantly, writes V H Potty.

Infosys Technologies Limited, an IT giant, is a pioneer in skill development as far as IT sector is concerned and their 'campus connect' programme, started in the year 2004 is indeed unique. The

concept is based on the need to expand the skill base of students being trained by the average teaching institutions. In less than 5 years, Infosys was able to knit together over 500 engineering colleges in India as well as in other countries like Malaysia, China and Mexico through a well planned exposure program that helped about 58000 students and 3000 faculty members to upgrade their skills vis-a-vis IT industry and its operations. The modus operandi consists of training of students through

lectures and seminars, industry visits, on-hand training, interacting with peers and exposure to world class infrastructure and governance. Similarly faculty members were also provided with opportunities to imbibe industry culture so that their perception and knowledge base is significantly improved making them much superior teachers. Such private-public alliance between the private industry and public institutions (PPP) is laudable and has the potential to create tremendous impact at the national level as the graduates coming out of the universities become more versatile with practical outlook.

What Infosys is doing for IT sector must be emulated in the manufacturing sector also to create a pool of exceptionally bright talent which can help the industry to upgrade their technical manpower very significantly. There could be practical constraints to design such a system in the manufacturing sector as is being done in IT industry because of logistical difficulties. Manufacturing involves deployment of complex facilities like specialized equipment and supporting services for which extensive infrastructure is necessary and there are very few such industries in the food sector which can boast of a world class processing facility. But even if a few of them like Britannia, Nestle, ITC, MTR Foods, Coca Cola, Pepsi can pool their resources it should be possible to create a system like the one Infosys was able to do it.

Food technology training is being done at present in some universities and annual turn over from these institutions is about 1000 technical persons per year. Though AICTE has streamlined the course duration and there is some uniformity in the curriculum, the quality of the products coming out of these colleges is appalling and alarming, calling for an overhauling of the present system. As for the faculty, most of them have never seen even the gate of a food industry, let alone the shop floor! It is no wonder that there is practically no linkage between the academia and the industry and most of the so called trained personnel from these institutions are not in demand. The one and the only PPP model that exists in Mysore today, set up with initiatives by a few enlightened flour millers in the eighties of the

last millennium, is just limping along because it was not nurtured properly and adequately during the last few years, the fault lying with the shortsighted policies being pursued.

An industry-academia network involving at least four large scale industrial units spread over 4 regions in the country can consider creating a regional training programme for students from nearby food technology colleges and such a programme must be built into the course proper with AICTE concurrence. At least a semester must be devoted for industrial training in the industry before making them eligible for receiving their degrees. Government support through incentives to the industry and financial help for the students to cover their expenses incurred during the training can provide the necessary spark. Industry can be expected to build necessary facilities to accommodate these students for training purpose. It must be done for the teaching faculty also through a 'sabbatical' programme to enrich their teaching skills.

Food Parks being promoted in a big way can be another 'vehicle' for achieving the above purpose. As a policy, all food parks cleared by GOI must have a training component, with each unit extending the processing facility for 'hands-on' training for the benefit of food technology students from universities. Such facilities should have residential facilities also and special financial support by GOI for such programmes will encourage these Food Parks to offer such programmes. Of course much planning has to go into making the proposition a working reality. Offering deemed university status to private industry who can invest adequately to establish training infrastructure inside their facilities is another possibility that deserves some consideration. Unless some thing is done immediately to improve the quality of trained personnel coming out of academic institutions, food industry in India cannot be expected to be a formidable player in the economic landscape of the country.

Source: Processed Food Industry

Understanding Food Safety & Standards Act For Processed & Packaged Food

Man Mohan Malik, Founder, Chairman & CEO,
Himalya International Ltd

Changing lifestyles, growing income of the middle-class and rising production of fruits, vegetables and milk, are turning north India, comprising Punjab, Haryana and Himachal Pradesh and parts of Jammu & Kashmir, into hub of the food processing industry.

Financial incentives from Himachal Pradesh and Haryana and liberal policies of the Punjab Government have helped attract big players to this region. In addition, a large number of local brands have also strengthened their hold over the market. The Indian food market is set to more than double by 2025. The market size for the food consumption category in India is expected to grow from US\$155 billion in 2005 to US\$344 billion in 2025 at a compounded annual growth rate (CAGR) of 4.1 per cent.

Investment Target

In India, the food processing industry is one of the largest in terms of production, consumption and export prospects. The government has set an investment target of Rs 1,00,000 crore for the food processing sector by 2015. This is expected to almost double the country's presence in the global food trade to three per cent. The investments of one lakh crore, as estimated by the government will, undoubtedly, catapult the growth of this sector, and put it at the higher growth trajectory.

Among the emerging business avenues and growth options in the diverse Indian agribusiness sector, the food-processing sector is particularly promising and is undoubtedly one of the largest potential markets for processed foods. The segments with the largest growth potential for processing are dairy, fruits and vegetables, wine, confectionery, poultry, convenience food and drinks and milk products. Products that have growing demand in the export market are pickles, chutneys, fruit pulp, canned fruits and vegetables, concentrated pulps and juices,

dehydrated vegetables and frozen fruits and vegetables along with processed animal-based products.

India is the world's third-largest producer of agricultural products and is a large production base for a variety of raw materials covering food crops, commercial crops and fibres. Due to India's diverse agro-climatic conditions, it has a wide-ranging and large raw material base suitable for food processing industries. Presently a very small percentage of these are processed into value-added products. And demand for processed / convenience food / ready-to-cook / ready-to-eat is constantly on the rise. Moreover, urbanisation and nuclear families are becoming the norm.

Market Size

The market size for the processed foods is bound to increase from Rs 4,600 bn (\$102 bn) to Rs 13,500 bn (US\$330 bn) by 2014-15, assumed to grow at 10%, and the share of the value-added products in processed foods will grow from Rs 2,800 bn (US\$44 bn) to Rs 5,700 bn, growing at the rate of 15%. The growth witnessed by the sector in the last decade and further improvement in growth rate expected in the years to come, presents innumerable opportunities for investment.

Keeping all these developments and market growth in view, it is of grave importance that there should be necessary steps undertaken for the safety of these packaged and processed foods. The government has already taken a step by increasing the quality level and standards / parameters for this category of food. But the major issue is implementing these standards. However, there are a couple of important things that we could keep in our minds while purchasing / using any packaged / processed food. All packaged foods with a shelf life of less than two years must have a use-by or 'best before' date stamped on the

box, wrapper or bottle. This date gives you an idea of how long the food will last before it loses quality. A product will remain fresh and of good quality right up to the 'best before' date (and sometimes beyond) if it is properly stored, both at home and at the supermarket.

Manufacturers Err on the Side of Caution

Manufacturers usually choose a 'best before' date well before the time when the food would be expected to deteriorate and spoil. A conservative 'best before' date is designed to encourage you to eat the product while it is fresh and at its best, so you should consider 'best before' dates as a guide only. Frozen and canned products, in particular, tend to keep their quality for some time after the 'best before' date has expired.

Foods Need Proper Storage

Whether or not a product keeps fresh and edible right up to the use-by or 'best before' date depends on how it is stored. Many foods need to be kept at certain temperatures, either in the fridge or freezer. For instance, fresh milk needs to be refrigerated. If a carton of milk is left out on the kitchen bench, it will quickly sour, regardless of its 'best before' date.

Check the Packaging

Foods can become spoiled well before their use-by or 'best before' date, either because their packaging has been damaged or they were not stored properly at the supermarket. When buying foods, check for dents, leaks and tears in the packaging. If you can see any sign of damage, do not buy the product, as it might be contaminated with bacteria. Many products, such as dairy foods, need to be kept at a low temperature to avoid spoilage. Do not buy any foods that need to be chilled or frozen if they are sitting on unrefrigerated shelves, or stacked in overfilled fridges.

Collect Cold and Frozen Foods Last

When shopping, collect your cold and frozen foods last of all. These foods could spoil before their 'best before' date if they are allowed to get warm. It is often best to keep them in a cooler bag while travelling home. As soon as you arrive home with your groceries, put away your cold and frozen foods first.

Things to Remember

'Best before' dates give you an idea of how long foods will last before they lose quality.

Most products will last beyond their 'best before' date if they are stored properly.



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Traditional Christmas Pudding



Christmas cake is an English tradition that began as plum porridge. People ate the porridge on Christmas Eve, using it to line their stomachs after a day of fasting. Soon, dried fruits, spices and honey were added to the porridge mixture, and eventually it turned into Christmas pudding.

In the 16th century, oatmeal was removed from the original recipe, and butter, wheat flour and eggs were added. These ingredients helped hold the mixture together which resulted in a boiled plum cake. Richer families that had ovens began making fruit cakes with marzipan, an almond sugar paste, for Easter. For Christmas, they made a similar cake using seasonal dried fruit and spices. The spices represented the exotic eastern spices brought by the Wise Men. This cake became known as "Christmas Cake."

Christmas cakes are made in many different ways, but generally they are variations the classic fruitcake. They can be light, dark, moist, dry, heavy, spongy, leavened, unleavened, etc. They are made in many different shapes, with frosting, glazing, a dusting of confectioner's sugar or plain.

The traditional Scottish Christmas cake, also known as the Whisky Dundee, is very popular. It is a light crumbly cake with currants, raisins, cherries and Scotch whisky. Other types of Christmas cakes include an apple cr me cake and a mincemeat cake. The apple cr me cake is made with apples, other fruit, raisins, eggs, cream cheese and

whipping cream. The mincemeat cake is made with traditional mincemeat or vegetarian mincemeat, flour, eggs, etc. It can also be steamed as a Christmas pudding.

All Christmas cakes are made in advance. Many





Exclusive

make them in November, keeping the cake upside down in an airtight container. A small amount of brandy, sherry or whisky is poured into holes in the cake every week until Christmas. This process is called "feeding" the cake.

In Japan Christmas cake is a frosted sponge cake with strawberries, chocolates or seasonal fruit. It was an expression that to call women over the age of 25 "Christmas cake," meaning that they are out of season, as the cake is after December 25th. Now the age is raised to 31, linked to toshikoshi - soba, a noodle dish eaten on December 31st.

In the Philippines Christmas cake is a yellow pound cake with nuts or the traditional British fruitcake. Both cakes are soaked in brandy or rum, a palm sugar syrup and water. Rosewater or orange flower water is usually added. The cakes have a long shelf life, usually lasting many months. Sometimes they are eaten the following Easter or Christmas.

If you don't have the time or patience to make a homemade Christmas cake, high-quality store bought Christmas cakes are good options. You can find many different varieties and flavors.

Despite reports that the traditional Christmas pudding has fallen out of favour for lighter desserts, it is as popular as ever. Christmas pudding is best made well in advance to allow it to mature which traditionally is made on 'Stir it up Sunday' the Sunday before Advent around the end of November.

Here is a wonderful recipe of this amazing and delightful Christmas pudding!

PS: Don't be put off by the number of ingredients in this recipe, although it may seem daunting, simply assemble all your ingredients in advance, and the rest is easy.

Prep Time: 45 minutes
Cook Time: 8 hours
Marinating Time: 12 hours
Total Time: 20 hours, 45 minutes
Serves: 8 – 10

Preparation:

Lightly butter a 1.4 litre pudding basin.

Place the dried fruits, candied peel, apple, orange and lemon juice into a large mixing bowl. Add the brandy and stir well. Cover the bowl with a clean tea towel and leave to marinate for a couple of hours, preferably overnight.

Stir together the flour, mixed spice and cinnamon in a very large mixing bowl. Add the suet, sugar, lemon and orange zest, bread crumbs, nuts and stir again until all the ingredients are well mixed. Finally add the marinated dried fruits and stir again.

Beat the eggs lightly in a small bowl then stir quickly into the dry ingredients. The mixture should have a fairly soft consistency.

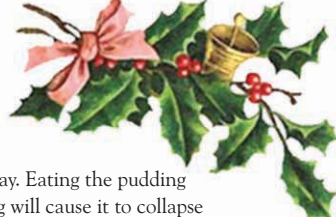
Spoon the mixture in to the greased pudding basin, gently pressing the mixture down with the back of a

Ingredients:

- ◆ 450g dried mixed fruit (use golden raisins/sultanas*, raisins, currants)
- ◆ 25 g mixed candied peel, finely chopped
- ◆ 1 small cooking apple, peeled, cored and finely chopped. Grated zest and juice
- ◆ ½ large orange
- ◆ ½ lemon
- ◆ 4 tbsp brandy, plus a little extra for soaking at the end
- ◆ 55 g self-raising flour, sifted
- ◆ 1 level tsp ground mixed spice
- ◆ 1 1/2 tsp ground cinnamon
- ◆ 110 g shredded suet, beef or vegetarian
- ◆ 110g soft, dark brown sugar



- ◆ 110 g white fresh bread crumbs
- ◆ 25 g whole shelled almonds, roughly chopped
- ◆ 2 large, fresh eggs



spoon. Cover with a double layer of greaseproof paper or baking parchment, then a layer of aluminum foil and tie



securely with a string.
Place the pudding in a steamer set over a saucepan of simmering water



and steam the pudding for 7 hours. Make sure you check the water level frequently so it never boils dry. The pudding should be a deep brown color when cooked. The pudding is not a light cake but instead is a dark, sticky and dense sponge.

Remove the pudding from the steamer, cool completely. Remove the paper, prick the pudding with a skewer and pour in a little extra brandy. Cover with fresh greaseproof paper and retie with string. Store in a cool dry place until Christmas day.

Note: The pudding cannot be eaten immediately; it really does need to be stored and rested then

reheated on Christmas Day. Eating the pudding immediately after cooking will cause it to collapse and the flavours will not have had time to mature.

On Christmas day, reheat the pudding by steaming again for about an hour. Serve with Brandy or Rum Sauce, Brandy Butter or Custard.

Left over Christmas pudding can be reheated by wrapping tightly in aluminum foil and heating through in a hot oven.

Note:

Raisins are dried white grapes. They are dried to produce a dark, sweet fruit. The grapes used are usually Muscatel.

Sultanas are also dried white grapes but from seedless varieties. They are golden in color and tend to be plumper, sweeter and juicier than other raisins. Also referred to as Golden Raisins.

Currants are dried, black, seedless grapes. They are dried to produce a black, tiny shriveled - yet packed with flavor - fruit.

Suet is the fat found around the kidney and other organs in animals. It is a saturated fat and used traditionally in pastry, in steamed puddings and sweet mincemeat. There are vegetarian alternatives available.



Examples:

There are many, many recipes for Christmas pudding, some dark and rich others lighter. Some use beef suet and others vegetarian suet for a lighter pudding.

