

# FOOD TRENDS

A word cloud featuring the word "Taste" in multiple languages and scripts. The words are arranged in a circular pattern, with "Taste" appearing in English, Hindi (स्वाद), Urdu (ذائقہ), Persian (طعم), and Arabic (ذائقہ). Other variations include "آسواذ" and "آسواذ" in Urdu, "طعم" in Persian, and "ذائقہ" in Arabic. The background is dark with a subtle grid pattern.





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- **INTRODUCTION**
- **ABOUT THE REPORT**
- **TOP 12 PREDICTIONS FOR 2021  
REGIONAL OVERVIEWS**
- **DINING-IN TRENDS**
  - Preferred Alternatives to Home Cooked Meals
  - Food Trends at Home
  - Food Categories at Home
  - Cooking Mediums
- **DINING-OUT TRENDS**
  - Upcoming Cuisines In Focus
  - Menu Inspirations
  - New Restaurant Concepts
  - Exciting New Food Categories
- **HEALTH AND LIFESTYLE TRENDS**
  - Health and Lifestyle Trends in Home Kitchens
  - Health and Lifestyle Trends in Restaurants
- **BEVERAGE TRENDS**
  - Beverage Trends in Home Kitchens
  - Beverage-Driven Concepts
  - Alcoholic Beverages
  - Non-Alcoholic Beverages

- **DESSERTS**
  - Dessert Trends at Home
  - Desserts Trends in Restaurants
- **KITCHEN DESIGN TRENDS**
  - Commercial Kitchen and Restaurant Design
  - Home Kitchen and Dining Design
  - New Kitchen Tools/Appliances
- **EMERGING CONVERSATIONS**
  - Snacks and Convenience Foods
  - Food Media  
(Top Food Media Channels)
- **TOP BETS**
- **NEVER SEE AGAIN**
- **OUR PANEL OF EXPERTS**



**VIKHROLI**  
*Cucina*  
THE FUTURE  
OF FOOD



## Survey

*A Perfect Bite Consulting*

# Introduction

2020 has been a unique year!

Businesses had to rethink strategies and people had to modify their behaviours. Not getting into details, but I personally feel that every crisis is an opportunity to reinvent ourselves, create new avenues for success and emerge stronger. As businesses, we don't get to choose market conditions, competition, and most certainly not pandemics of this sort! However, what's in our hands is the agility and boldness to face all these.

In 2020, we almost stopped doing things that we once considered mundane and took for granted, like meeting friends over drinks or meals over the weekend, shopping at local grocery stores, or even just stepping out of our homes; and we incorporated into our routine, things that we would once have found indulgent or unnecessary, like wearing masks, sanitising our hands repeatedly and having every last thing home delivered. It was, no doubt, a year of disruptions. Disruptions that will shape the way our food industry will reinvent itself for the new post-pandemic era.

Food is so much more than sustenance – 2020 has truly driven this home! From playing the role of nourishment for the body, mind and soul, it grew to be in primary focus. It can safely be said that 2020 sparked a cooking revolution. Self-reliance grew manifold and we learned to rely on, appreciate and dig deeper into what our country has to offer across the spectrum of food. Local produce, flavours and home cooking took centre stage. We are ushering in a renaissance of regional cuisines and Indian culinary heritage. Everything from desi ingredients to utensils and cookware became coveted. Insights from our panel of experts and thought leaders confirm that this will remain firmly in place well into 2021.

Our consumers and the industry alike are unlearning old habits and recreating new pathways, and I'm excited for what this year has in store! Even as food service opens up, the home will remain our comfort zone for a while, and we will see increasing choices that will allow novel experiences into homes; from DIY and semi-prepared cooking solutions for convenience, to euphoria-inducing curated and catered private experiences via clubs and communities for food and beverage appreciation, or simply better-integrated home delivery systems for all things F&B.

Despite the challenges 2020 threw at us, I'm heartened by the sense of community and kinship the industry has shown. This report has inputs from over 200 experts in the food space. These insights and projections from celebrity chefs, home chefs, professional chefs, food bloggers, health professionals, media professionals, mixologists, nutritionists, restaurateurs, sommeliers, food producers and more, give us a super sense of optimism for the food industry. Thanks to the continued support of many of our regular respondents and the addition of many first-time respondents, the report has been steadily growing over the years with deeper and more diverse insights.

This year's report has grown to include conversations and observations also from the North East, and from smaller towns and cities around the country that are brimming with new developments, and for that GFTR 2021 is richer.

We hope reading this report invigorates you in the way that it has us. Here's to a year of resilience and renewal!

May the food industry #EmergeStronger!

Take Care,

Cheers,



**Sujit Patil (@sujitpatil)**

VP & Head Corporate Brand and Communications  
Godrej Industries Limited & Associate Companies







## About the report

As the only publication of its kind, the Godrej Food Trends Report stands at a unique juncture. And never has there been a more thought-provoking, frightening and exhilarating juncture than this: looking back at 2020, both monstrous and miraculous and gazing forward into 2021, at a food industry that has changed radically!

The pandemic is a demon we will continue fighting. It has succeeded in catalysing a long overdue recalibration towards ourselves, our lifestyles, diet, health and hygiene, our food ecosystem and environmental sustainability.

Each year we start by reviewing the forecasts of the past year, and how they played out. Interestingly, most of our predictions from the 2020 report accelerated far beyond our capacity to foresee! Then begins work for the next year; conversations with thought leaders and changemakers across the Indian food industry, collecting insights on the year to come through our survey. And finally, after rigorous review and analysis of data, the distillation of this report. I have to say here that 2021 has been most intriguing to forecast

The pandemic caused a pivot in both Dining In and Dining Out. Both sectors shifted course drastically. And our survey, this year also shifted course to accommodate this, bifurcating into Dining Out and Dining In forms. The Internet played a fundamental role bringing this report together. Even as we isolated ourselves, it allowed team GFTR to include myriad new voices onto our ever-growing panel of respondents, enabling us to expand our footprint further into upcoming food hubs from tier 2 and tier 3 India, forging new bonds and strengthening our network in the Indian food industry.

With Dining In, the home kitchen pivoted early, forging habits and routines that will stay. For the first time in my years of trend mapping, I am excited to see the home kitchen driving trends in the Dining Out industry, rather than the other way round. How and what we shop for, what and from where we order in, what media we consume, where we travel – all our food decisions outside the home in 2021 will be driven by the home kitchen. Decisions that will drive innovation across food retail and Dining Out.

The post-pandemic consumer will be especially choosy, shopping and Dining Out selectively and specifically. And the industry has its work cut out for it to meet these new demands; innovating, redesigning production and dining spaces, revising health and hygiene systems, service protocols, food delivery SOPs, packaging solutions and more. Hearteningly, it's already working overtime to get back on track.

Everything has changed. And uncertainty still rules. But looking forward to 2021, I'm personally galvanised! We've been moving towards a regional renaissance in Indian food over the last decade, that 2020 accelerated Under the stasis of the pandemic a collective learning and creativity had been fermenting. And it's all going to bear fruit in 2021. I'm looking forward to explorations of all things '*Desi*,' more home cooking, heirloom recipes, regional and homegrown flavours, a burgeoning respect for local farmers and food producers and hopefully, a more mindful food system. This is a whole new chapter we are writing in the evolution of India's food history On that note, with renewed vigour, my journey with the 2021 edition of the Godrej Food Trends Report - the most challenging edition heretofore - ends. And yours begins. To happy times in 2021!



**Rushina Munshaw Ghildiyal**

Managing Director  
A Perfect Bite Consulting



# Regional Overviews



A word cloud featuring the word "Taste" in multiple languages and scripts. The words are arranged in a circular pattern, with "Taste" appearing in English, Hindi (स्वाद), Urdu (ذائقہ), and Arabic (طعم). Other variations include "آस्वाद" and "طعم" in Arabic script, and "ذائقہ" in Urdu script. The words are in various colors (red, green, blue, yellow, orange) and sizes, creating a vibrant and multicultural visual.



# North & Central India

At the beginning of 2020, long before the pandemic raised its ugly head, we were all busy predicting food trends for the year. North India, and by extension Central India, was still very much in love with eating out. The fascination with exotic cuisines was at an all-time high in the metros, and smaller centers were following suit. While there were segments veering towards local and regional flavours, the majority still loved its Punjabi, Asian, and Italian food. Flashy restaurants offering all this, and more, mushroomed all over the region.

And then the pandemic struck. The biggest restaurants shut, the fanciest cafés downed shutters and people were left to fend for themselves. While it may not have affected smaller centers as much—they were primarily home-kitchen dependent markets—the metros and larger centers were severely impacted. People craved their pasta and pizza, butter chicken and dal makhni, naan and biryani. Cooking, which was optional to a large segment until now, became mandatory. As a result, experiments with heirloom family recipes, regional specialties, even western cuisines became a daily affair and kitchens took center stage in homes.

The year also brought a behaviour change— the region opened up to home cooks. Once the lockdown eased and home deliveries resumed, the Northern and Central Indian consumer, for the first time, warmed up to the idea of ordering from home kitchens. With chefs away from their restaurants, experimenting in their home kitchens, the demand found its match in supply.

If the home cooking scene matured and home chefs took wings in 2020, conversations about ingredients too, became mainstream. The benefits of clean eating and its impact on immunity came into sharp focus and there was a definite shift to organic and seasonal produce. Native grains, fruit and vegetable subscriptions, and homemade small-batch condiments, desserts, chocolates, namkeen and mithai have since become routine.

The biggest shift of 2020 however, was fine dining reaching the doorstep. As celebrations moved online, elaborate meals were delivered to guests in their homes. The same happened for corporate events that saw wine and cheese hamper deliveries. Restaurants innovated to not only deliver the finest meals but, also do that in style. Special packaging, liveried waiters, monogrammed cutlery, and dedicated delivery fleets ensured that the dining at home experience was on par with dining out.



**Anubhuti Krishna (NCR)**  
Food Writer & Chronicler





# South India

The pandemic has clearly divided modern history into pre and post pandemic times. Literally overnight, the hard lockdown changed the way we ate. In South India, much like the rest of the country, cooking all meals at home suddenly became the norm. Fear-based hoarding and erratic supplies meant depending completely on locally available produce. Food on the table became a true representation of each community's traditional fare and cooking styles, the most comforting to turn to. The demand for anything immunity-boosting brought out age-old recipes, most of which encouraged root-to-shoot and nose-to-tail cooking.

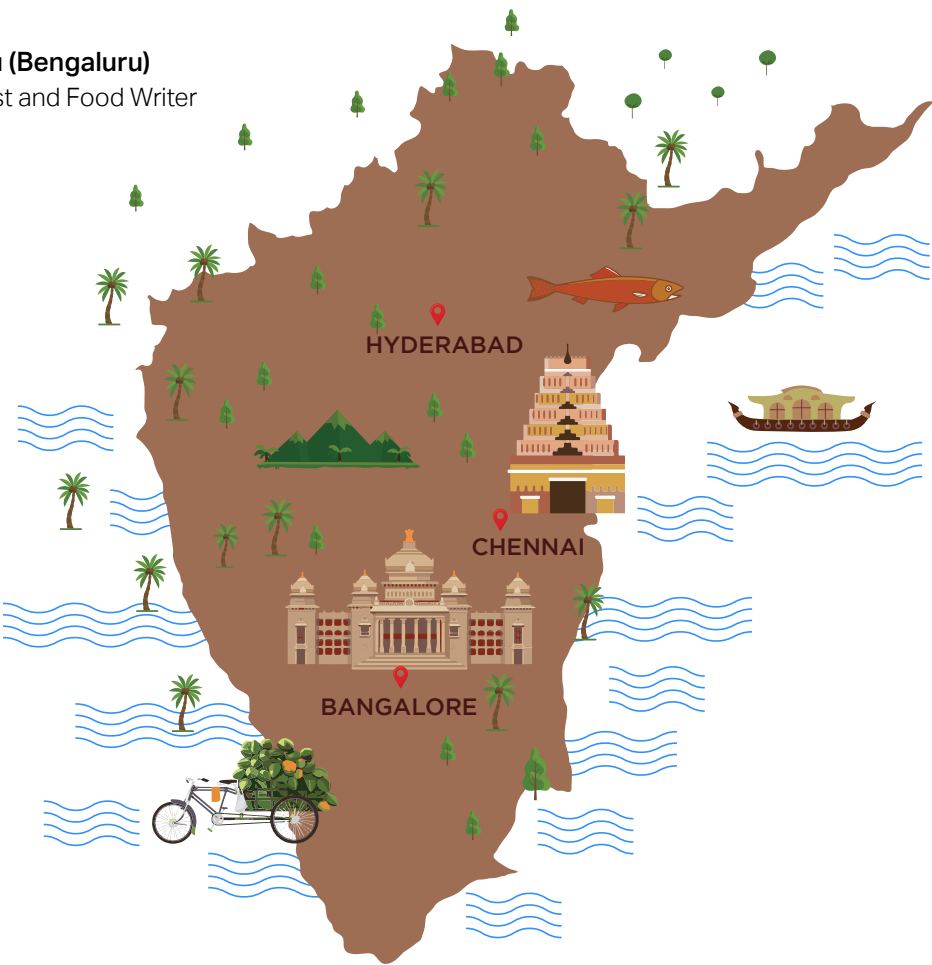
After the lockdowns, the home chef phenomenon emerged. Weekend menus focussed on quality home-cooked food of several micro-cuisines from Kerala, the Northeast, Maharashtra, Andhra Pradesh, Tamil Nadu, Kashmir and more, were eagerly looked forward to. Home chefs brought in quality international cuisines too. Good gnocchi, pulled pork burgers, canelés and a mezze platter were now easy to source. This graduated to the creation of interesting pantry staples – think kaya jam, smoked bhoot jolokia, stone-ground powders and cooking pastes, sandwich mixes, salad dressings, squashes, pickles and more. People woke up to the beauty of local produce and its many possibilities.

Dining out evolved too. When welcoming guests was not easy, restaurants took to the home delivery model offering concepts like best-of-all-restaurant-menus, Sunday brunches, DIY kits and even take-home chefs. Private dining experiences where you could book at a room at a hotel for a meal, instead of a table, came about. Breweries in Karnataka were able to offer growlers with takeaway beer for a short while too.

As the country opens up, dining in and dining out businesses have learned the importance of being able to pivot in the time of a crisis. How they continue to adapt to an ever-changing scenario will be interesting to observe.



**Ruth Dsouza Prabhu (Bengaluru)**  
Independent Journalist and Food Writer







The past year was one of unprecedented challenges. The adversities were many, yet the spirit was undeterred. And food brought solace to peoples' lives. Cooking became fun and the home kitchen was used more than ever. Healthy, nutritive and mindful eating became the need of the hour across Kolkata.

The hospitality industry was the worst hit. With shutters downing on some places forever and unemployment looming large, establishments saw a fundamental change in their functioning. Pujo and Bengali New Year saw a few restaurants begin delivery-only services. The focus was on re-inventing and ensuring dishes like the Shorsher Jhaal, Chingri Malaikari, Cholar Daal and Luchi travelled well. With the entire family being home through the week, everyday was like the weekend. Pizzas, burgers, pastas and Chinese food were ordered in, in plenty. As we move towards better times, restaurateurs resume businesses, bringing delayed projects on track. The food delivery business has emerged as a critical vertical for many, a change from it being an ancillary service.

A silver lining has been the rise of 'foodpreneur.' Many ventured into food entrepreneurship by opening up their home kitchens. Dishes like Aam Kasundi Murgi, Niramish Mangsho, Chicken Pantras, Yakhni Pulao, Shaami Kebab, Murgir Kofta Curry, once homemade family favourites, now became hot selling items on home chef menus. Home bakers were not far behind. Custard-filled doughnuts, jam tarts, quiches of all kinds and tea cakes with interesting flavours flavours became popular. *Ghar ka khana* has reclaimed its position in hearts and will continue to rule in the days to come.



**Anindya Sunder Basu (Kolkata)**

Independent food writer and journalist



# North East India

North East, also known as the land of the Seven Sisters, is a melange of many diverse and distinct indigenous cuisines. There is more to the North East than ‘Bhoot Jolokia’ (Ghost Pepper), and Pork, which is what invariably comes to everyone’s mind. The pandemic has impacted the way we eat in many subtle ways; the shift has begun slowly, but definitely. The abundance of local produce, geographical location and our own history has mapped out our eating habits and the cuisines of this region. Fish and meat play a big role in the diet, along with delicate herbs and spices to flavour food. Every dish acknowledges and pays homage to nature. While traditional food rules the common kitchens at home, one also sees a subtle shift even in the restaurant space. Local dishes, nowadays, are being offered frequently in upscale eateries in the city. And, what is usually considered as ‘simple, home-cooked food’, is being revised and re-imagined to be fine-dining food.

The events of the year, gone by have made us introspect and attempt to better understand our ancestral roots through the culinary culture. There was a societal cringe when it came to the regional food of the North East, spawned from not understanding it and viewing it as unconventionally exotic. That is all changing not only because of the pandemic but, also because of what is happening in the world of gastronomy. A curiosity to learn, to know, to understand, and accept the diversity of our own regional cuisines has begun. To be served fermented mustard sauce (Kharoli) with a steak of fish in a fine dining restaurant will not be an anomaly but, a dish to represent the history of our roots and narrate a story through a medium that connects people all over – food.



**Kashmiri Nath (Assam)**  
Culinary Chronicler & Food Consultant







## West India

2020 was the year of impossible odds and the unlikely and ingenious ways in which we overcame them.

Who could have imagined that an invisible bundle of genetic material would almost destroy the vibrant dining and street food culture of Mumbai and every other culinary capital in Western India? Goa's feted dining landscape was shuttered, Ahmedabad didn't have Sattvik, Pune's distinct, campus-fuelled, quick and casual food scene took a long pause.

When eating out became impossible, we brought novelty home, through home cooking and shared recipes, via social media. Indeed, sourdough and banana bread provided comfort, in calming, carb-loaded ways to spend the anxious hours at home. We also sought familiar comforts in nostalgia-inducing Indian home-cooked foods, from within our communities, and outside. We learned more about food through Instagram series by food influencers, and through recipe-sharing groups on Facebook. In a sequestered but digitally connected year, geography stopped mattering – we shared meals with friends around the world, via Zoom.

When deliveries became de *rigueur*, cloud kitchens and home chefs abounded, not only in Mumbai, but also in Nashik, Udaipur, and Mangalore. Everywhere, immunity became as important as comfort, whether we were cooking at home, calling in, or eventually, eating out.

As we got to know our microscopic nemesis better, we found ways to have fun despite it. In the restaurant world, alongside re-openings, we had openings, just in time for pleasant weather, and outdoor dining. In a region where al fresco restaurants have thus far been the exception due to warm or wet weather and local laws, we found that the authorities not only cooperated but also encouraged outdoor dining. Restaurants signified freedom and adventure, thrill and excitement, like never before. The industry invented new ways to make up for masking and distancing – we didn't blink an eye at the sanitisers on our tables, and face shields on our servers. As we eased into this new normal, destination dining involved anything within driving distance in our hinterland. One only need look toward Goa and Jaipur, Udvada and Alibagh.



**Roshni Bajaj Sanghvi**

Food and Travel Writer & Restaurant Critic

# TOP TREND PREDICTIONS FOR 2021

## Breakfast Will Be Served, Re-Imagined

Where breakfasts were once weekend indulgences, restructured routines brought this most important first meal of the day into sharp focus. Time in the mornings offered the opportunity to pack in a hearty warm meal, full of nutrition, with a dash of creativity and a sprinkle of family bonding before the day started. As the pandemic continues into 2021, breakfast will hold its own and we will see increasing innovation in the category, from creative artisanal offerings by home entrepreneurs and restaurants to ground-breaking packaged solutions by the food industry.



## Burgeoning Interest in Flavour

In 2020, restricted movement and the new-found growing interest in food and cooking led to food becoming a form of discovery and entertainment, offering the excitement of new, unusual sensory experiences to enliven daily meals. It also led to a food-driven form of armchair travel, enabling connections with other communities and cultures. 2021 will see the consumer exploring flavours, and nuances thereof in a quest to keep feeding the hunger for new flavours. From ingredients, spices, cooking fats, ferments, coffee, tea, alcohol, to investing in the acquisition of knowledge around particular topics via cookbooks, cooking videos, LIVE discussions, cooking classes, discussion groups and more.



## Deeper Explorations of Indian Ferments

Since 2019 we have seen a mushrooming of conversations around fermented food with global ferments attracting interest. 2020 offered time to explore the slow process of fermentation in a local context, by experimenting with local ingredients and traditional practices. Growing respect for traditional wisdom, that not of perceived health benefits of fermented foods, the accents of flavour fermentation lends food, and a rising interest in the cuisines of North East India (rich in fermented flavours), are all fuelling a deeper exploration of not into rich repertoire of fermented foods of India. 2021 will bring a lot more Indian ferments into home kitchens, on the shelves and on restaurant menus.





# Homegrown Will Rule as Mindful Eating Gains Traction

Conscientious cooking and mindful eating have been growing in recent years. 2020 however, brought these into sharp focus. The consumer came to appreciate the intricate relationship between food producers, environmental wellbeing and personal food choices. Conversations around health, sustainability and farmer welfare that brought millets into consumer focus in the recent past, have sparked a similar interest and revival of all things indigenous, from ingredients to flavours. Consumers will be 'vocal for local' to support homegrown food producers and businesses.



## Indian Food Will Find Brag Value on Instagram

In the past few years, the impact of social media on consumers has been significant. The pandemic spurred online engagement, especially with not for Instagram and Youtube, and became a space for food entrepreneurs, home chefs and small enterprises to market themselves. We have had 1 year of appreciating our culinary culture, even as all things India comes into focus globally. In 2021, social media will continue to be a popular marketing channel, and all things Indian-regional cuisines, indigenous ingredients, traditional cookware and stories about food - will enjoy brag-value or shall we say become instagrammable.



## Home Delivery Will See Unprecedented Innovation

In 2020 everything, from daily needs to exotic ingredients, street food to gourmet meals was home delivered. 2020 emphasised the importance and convenience of home delivery. 2021 will bring unprecedented re-alignment in this sector across the food industry as it works to survive and adapt to the new order. It will also be the year delivery will become premium, experiential and personalised as hospitality players polish in-home dining experiences, and technology is stirred into the mix to track diner preferences and arrival time of orders, provide for WhatsApp assistance, and more.



## Ghar Ki Rasoi Will Take Centre Stage

2020 made the humble ghar-ki-rasoi the central focus of Indian homes even as one reconciled to the new normal. With life restricted within four walls, it became the gathering space for families, offering sustenance, comfort, escape, inspiration, excitement and more. In 2021, the home kitchen will rule dining decisions both, in and out of the home. From restructured mealtimes to ingredient sourcing, menus and how food is cooked and served, to dictating the design of kitchens, dining areas and home gardens. Beyond that, the home kitchen will also govern what the food industry will offer in terms of innovations in appliances and products and offerings on restaurant menus.



## North-East Cuisines Will Offer Homegrown Exotic

The culinary culture of North-East India has been consistently garnering interest in the past few years. With a unique flavour profile and indigenous ingredients unlike the rest of the country, the cuisines of the North-East offer a homegrown exotic we are only just learning to value. 2020 accelerated the discovery of the region with the emergence of home-cooks, small businesses and culinary experiences, offering us a chance to explore these unique flavours through offerings that were a click away. The cuisines of Assam, Nagaland and Mizoram are already creating conversations and 2021 will see Indians exploring North-East Indian cuisine like never before.



# Proactive Wellness, Food as Self-Care will Drive Individual Diet Choices

The pandemic has smacked the world in the face, painfully sensitising everyone to the requirement of health and immunity. A more focused approach to individual health requirements, a growing awareness of the traditional diets our grandparents ate and a better understanding of functional and medicinal attributes of foods, a growing interest in Ayurveda, rising curiosity in nutrigenomics and personally optimised diet options show that consumers will look for solutions that best align with individual lifestyle choices in 2021.



# Take Me Halfway – Home Kitchens Will Want Mindful Convenience

Convenience cooking has shown a steady rise in adaptability and respectability over the last few years. 2020 made cooking at home a norm but also quickly grew into a burden for many, struggling to juggle work, family and food. A host of early movers offering cooking solutions for the time-pressured consumer indicating that the market for speed-scratch solutions will grow with an increased focus on health, specific diets and even celebratory meals. And there is industry-wide innovation underway to provide solutions for ready-to-cook, ready-to-eat and everything in between to support new work-life systems in 2021.



# The Renaissance of Indian Regional Cuisines

2018 was the year of Indian regional cuisines, 2019 was about micro-cuisines and 2020 sparked a cooking revolution, inspiring exploration of Indian cuisine like never before. With our sphere of activity drastically restricted, Indians learned to appreciate 'homemade', gained a newfound respect for 'local', and acquired a heightened awareness and interest in 'regional flavours'. Home kitchens rediscovered and reclaimed their histories through their community cuisines while restaurant chefs used this time to travel and discover ethnic cuisines of different micro-regions. 2021 will bring the renaissance of Indian regional cuisines with the legion of home chefs and mini enterprises poised to unleash a smorgasbord of offerings.



# The Rise of Culinary Self Reliance - DIY

Lockdown fundamentally changed how we live and eat. Work/school from home, restructured routines, restricted resources and movement, hygiene and health concerns, all forced self-reliance and awakened a deep appreciation of home cooking, and its health benefits. Time, curiosity, and a need for individual expression led to investment in elaborate DIY projects. Everything from roti to sourdough, kombuchas to rai-paani achar, perfecting culinary skills to DIY kitchen décor, aquaponics to urban gardens were explored. 2020 prompted a pivot to culinary self-reliance and DIY across the board, and it's a habit that will stay with us through 2021 and beyond.



The logo for YUMMIEZ is a red, curved banner with a white border. The word "YUMMIEZ" is written in a white, bold, rounded font. A registered trademark symbol (®) is located at the end of the word.

Duuuudddeee



## ***Ghar ka Fast Food***





## Dining-In Trends

In the 2020 report, we observed a growing awareness of our own culinary culture at the beginning of the year; a recognition that homemade is best. And food was the new 'Cool,' voluntarily indulged in by many 'Foodies' as an expression of oneself.

Then came the pandemic. Who would have thought it could ravage life as we know it. But it did. And amongst the many changes it wrought, it hammered in a few facts. That food is fundamental to life. That cooking is an essential life skill. And that health and immunity cannot be attained overnight but, must be attained through sustained practices.

2020 brought the home kitchen into sharp focus. Initially, the lockdown meant everyone was forced to cook and eat at home. As a new normal set in, new patterns evolved. Cooking might not have cured the virus or solved world problems but, it played every other role, from sustenance and panacea, to entertainment, comfort and muse throughout 2020. At the beginning of 2021, the pandemic continues to create chaos. But, it's clear that many behaviours we adopted are here to stay.

The home kitchen will continue to be central to food consumption in 2021 and beyond, as our consumption patterns recalibrate. Food consumption in the home will be governed by time, money, convenience and availability of ingredients. But, health and sustainability, personal safety and social distancing will all influence choices too. And it will drive change across categories; from how we shop, cook and eat, to how kitchen and dining spaces in the home will evolve.



# Preferred Alternatives to Home Cooked Meals

Post pandemic, new routines call for juggling a whole new set of priorities; work from home, household chores, cooking. Add to this a renewed emphasis on health and immunity-boosting diets, financial constraints, environmental consciousness and a lot more online exploration are all driving food choices across the board. We are logging in more hours in the kitchen than ever before but over time novelty has given way to fatigue. As we go forward, the emphasis on home-cooked food will prevail as food safety continues to be a primary driver, the demand for healthy trustworthy alternatives to home cooking will grow. Our panel has been vociferous on the matter as well. 72% feel that **food delivery from trusted home chef kitchens** will be the preferred alternative to home cooking. 46.7% see **DIY meal kits & recipe boxes from trusted sources** being popular and hearteningly 46.7% feel people will also rely on **food delivery from trusted restaurants/cloud kitchens**.



Ideally nothing can replace ‘*apne ghar ka khana*’. Even if it comes from a friend, colleague, home-cook or cloud kitchen, unless nostalgia-driven or imperative. It is not just about trust and pricing anymore. ‘Ordering’ is all about an alternate food experience or showing support. With DIY meal kits you may still achieve some level of satisfaction as it is pre-prepped and the finishing is done by the self.



Chef Varun Inamdar



Chef Vikramjit Roy

With lifestyles changing dynamically because of Covid, and outdoor activities being very limited, it is imperative that our food choices are wise and centers around our activities. Hence getting food from a trusted chef, who resonates the same thoughts in her/his cooking is important. So is ensuring we have preservative/additive free and freshly processed ingredients.

Family wellness and safety will guide consumer choices in 2021. The next best alternative to home cooked meals will be the meal put out by a home chef in your building; or quickly stirring up a dish yourself from a meal kit from a trusted source; or if really short of time, opening a packet of ragi batter and making a nutritious crepe for the family. These choices help one tread the thin line between caution and convenience not compromising on nutrition.



Supriya Arun

# Food Trends at Home

The year 2020 saw an extraordinary global cooking frenzy that drove a spate of food trends. It began with Dalgona coffee and took off from there. Some were seduced by sourdough, others fell for ferments, both global and *desi*, and still others played with ideas like pancake cereal (which led to spin-off dosa and chilla cereals). More time was spent online to explore and learn more about food. The desire for entertainment, self-care, and cravings for foods that are just out of reach, will continue to drive experimentation in the kitchen this year, and we see home cooks pushing their boundaries like never before. 57.3% of our panel of experts sees **rediscovering roots (family, community & regional cuisines)** as the top trend in the home kitchen, while 49% see adventurous cooks delving into **experimentation with cuisines other than one's own (whether regional Indian or global cuisines)**. And to feed the curiosity and aspiration, 31.6 of the panel predicts a rise in **food exploration through studies, classes and workshops**.



Online platforms are not limited by geography, which opens the field for like-minded people globally to engage on topics of common interest. 2020 brought an explosion of avenues for food-exploration; online cooking classes, workshops, seminars and conferences. This trend is far from its peak. There is suddenly so much available for learning sitting right there in your home and as more experts offer their expertise, there shall be more takers to.



Shubhra  
Chatterji



Madhushree  
Basu Roy

The cooking bug is here to stay. And, bragging about it on social media! It's a high that nothing can replace. From simple dishes like pizzas and burgers to complicated ones like an a la Kiev, adventurous cooking in the home kitchen is on the rise and will continue to grow, feeding our need to recreate happy times through food. Continued travel restrictions are also driving exploration through food. If we cannot travel, might as well cook and order food from other regions!

Finding community and heritage cues in food was huge this year and not just as a trend but, as a way of preserving what was slowly getting lost in the conversation around restaurant food. Recipes, videos, even chefs focusing on food of their community, I see that becoming a larger force in the home food space in the coming months. That will always be the greatest differentiator from what restaurants can provide as the food of smaller communities may not get represented in a restaurant any time soon.

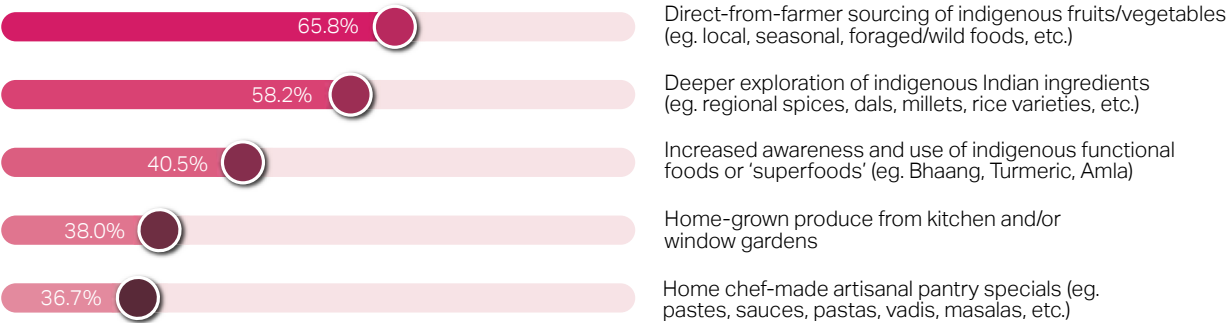


Somanna  
Muthanna



# Food Categories at Home

Increased curiosity and connectedness to food, a longing for comfort, a hunger for adventure in isolation, all influenced our food choices in 2020. At the beginning of 2021 we see more people cooking more meals at home than ever before. Also the post-pandemic home cook is arguably the most hands-on, informed generation yet, with access to a world of information and resources across media, the Internet, TV, and smart devices, all teeming with culinary stimuli. The whiplash of the pandemic will continue to be felt. This connectedness to our food will prevail and we will continue to show off our culinary chops on social media. Even as food producers will offer up increasingly greater variety to meet changing needs, innovations in storage and delivery logistics will make a whole lot of new ingredients available for cooks to experiment with at home. It is reassuring that 66.7% of our panel forecasts **direct-from-farmer sourced indigenous ingredients** to be the primary food category in focus. 57.3% anticipates a **deeper exploration of indigenous Indian ingredients** like regional spices, dals, millets, rice varieties and more. And 42.7% predict a heightened awareness and use **of indigenous functional foods or 'superfoods'** like bhaang, turmeric, amla and so on, with health and immunity being in focus.



There is a big need to connect face to food. And direct-farmer sourcing is reflective of that need to connect with a face behind an ingredient. The democratisation of food has allowed real people to be the face of Indian food and that's where the industry saw a big breakthrough. You don't always need film stars and cricketers to feature as faces on food. A humble farmer is as powerful, with the right message.



Chef  
Ranveer  
Brar



Alka  
Jena

The pandemic definitely made us realize how we should reduce our carbon footprints as well as connect with our farmers who have indigenous knowledge about local produce. There are numerous varieties of rice and pulses grown in India that are a tremendous source of nutrients and can promote a far healthier and more sustainable way of eating. We have realised the merit in conserving these, now, to prevent them from going extinct.

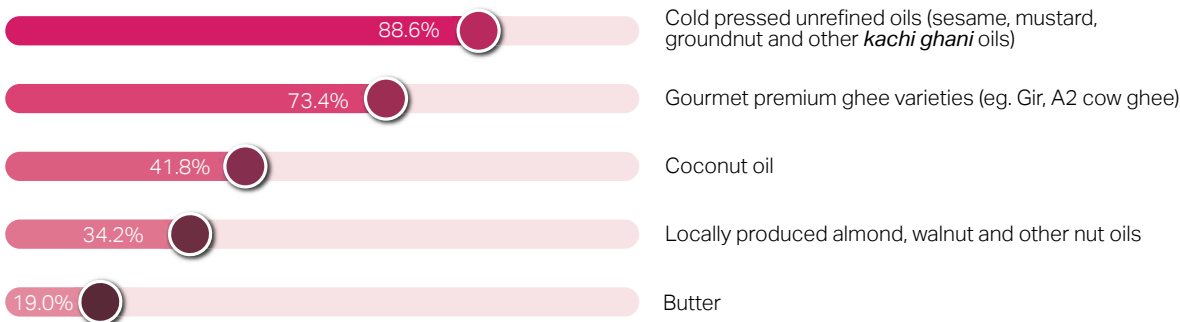
The importance of functional foods is on the rise owing to the health and wellness centric consumer mindset. Superfoods such as bhaang/ hemp and turmeric that have been a part of our culture but, were neglected until now will see resurgence owing to the tremendous health benefits attached to it. Additionally, the fact that it's picking up pace in the West means it is all going to trickle down to the Indian consumer.



Yash  
Kotak

# Cooking Mediums

Initially, 2020 derailed healthy eating and living. Inconsistent routines, arrested activity, less free time and increased stress caused consumers to gravitate towards less-than-optimal food options. But, as routine set in, there emerged a focus on rebuilding healthy eating habits. We were already heading towards *desi* fats in 2020. But now, the rising interest in regional flavours, a dearth of imported options, a growing fascination with plant-forward diets, and a focus on health, will all influence the choice of fats and cooking mediums in home kitchens. 89.3% of our experts see **cold pressed unrefined oils** like sesame, mustard, groundnut and other cold pressed oils being the first choice of cooking medium in home kitchens. Ghee and coconut oil have been growing in popularity and come into focus for their health and immunity boosting properties. This has been corroborated by our panel, of which 72% feel that **gourmet premium ghee varieties** like Gir cow and A2 cow ghee will be popular in 2021, and 41.3% feel **coconut oil** will also gain traction.



Coconut oil was already trending, but I'm seeing a rise in a lot of other oils now. Companies are getting into more unrefined and cold-pressed oils, and I'm seeing brands market certain high flavour oils like mustard, sunflower seed, mamra almond, and walnut oils, for specific uses, like as salad dressings. And I think this will be explored more.



Chef Rakhee Vaswani



Anuradha Joshi Medhora

People are getting experimental in the kitchens and are using animal fat to cook up a Sunday brunch while others are realising the real benefits of ghee are including a spoon full in their daily diet. Locally produced oils are also being consumed as they are again in the superfood health category.

Going forward people will be even more mindful of what they consume. They will go back to old style cooking mediums, not just because they are chemical free, but because they fit in perfectly with the new mindset of clean healthy eating. Alongside, they will also push their own culinary experiences by trying out new cooking or finishing mediums. The focus will be on quality over quantity.



Deepa Chauhan







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# Dining-Out Trends

2020, brought the global hospitality industry to a standstill. Radical shifts in consumer habits in the past year have forced food businesses, particularly restaurants to rethink every aspect of their existence, to pivot. More so, perhaps, than any other sector of the food industry. In an unprecedented twist, where once the food service sector would have catalysed food trends, this year home consumption will drive trends in the food industry.

As the food service industry rebuilds itself, important considerations centre around how much and where we will dine out; where our food will come from (home chef kitchens, restaurants, or cloud kitchens); what will be on the menu (local, seasonal, foraged, wild foods, or functional foods); how it will be prepared (sous vide, soup maker, or traditional cookware); how it will be served (contactless, socially distanced, or individually portioned); and even how it will reach our plates (reusable, bio-degradable, or plastic-free packaging).

The preference for dining in will prevail well into 2021. And whatever the chosen sources of the meal, eating at home will be preferred over dining out – for a while at least. That said, the inherent craving for that social setting will allow restaurants to regain momentum slowly. Clearly, hygiene, convenience, contactless delivery, tight budgets, meal planning, immunity-boosting, nutritive value, are all going to be buzzwords in 2021.



# Upcoming Cuisines In Focus

Each year specific cuisines rise and fall in popularity. Our predictions for 2020 however, of global and local micro-cuisines trending, were immobilised by the pandemic. The disruption in operations and supply chains that the lockdown wrought resulted in world cuisines taking somewhat of a backseat. Meanwhile, exploration of regional Indian cuisines exploded. As we head into 2021, the hospitality industry is still navigating its way over this new post-pandemic terrain. Disruptions will prevail, but there has been an exciting surge in local producers making global ingredients and foods such as local cheese makers, sourdough bakeries, exotic mushroom growers and such, addressing requirement gaps. That said the customer has always been king. And consumers of 2021 are not only going to be far more cautious when eating out, but thanks to their newly acquired or polished cooking chops, they will seek from restaurants only what cannot be attempted at home. And so, 49% of our panel predict that the flavours of **Southeast Asian cuisines** will be most sought after, albeit the more aspirational aspects of it. This is closely followed by an almost equal enthusiasm for the local exotic that **mountain cuisines of India** (44%) and the **micro-cuisines of North East India** (43%) can offer.



South East Asian cuisine will continue as comfort food. 2021 will run along these conservative lines as people will still operate in cautious mode. Micro-cuisines of North East India were poised for popularity when the lockdown happened. I see it making a comeback in 2021.



Pritha Sen



Roxanne Bamboat

In a bid to be different and offer something new to the diner indigenous local micro produce will play a huge role in 2021. With a focus on trying to support local and eat local, the micro produce and even artisanal local food like cheese pickles etc are hugely attractive to diners who will feel like they've eaten a wholesome meal and supported a local farm.

2020 has been a year of exploration and knowledge-sharing, which I believe has opened up South Asian cuisines towards a varied consumer base in India. With DIY kits, instant spice mixes and region-specific ingredients flooding the market, diners will look forward to the most authentic experiences while choosing amongst new cuisines to try.



Hans Sadhu

# Menu Inspirations

At its most basic a restaurant’s menu or ‘a bill of fare’ is a list of food items a restaurant offers. That said, it is so much more. The menu is a restaurant experience’s most valuable asset; part calling card, part snapshot of offerings, and also its biggest USP. In fact, with time a menu can even become a restaurant’s legacy. Which is why a menu has to stay relevant to its audience. And the restaurant industry invests millions into tracking trends so they can come up with ideas to serve up unique, innovative new taste experiences. In 2021, with consumers dining out less, restaurants will have to streamline operations, work with leaner budgets, minimal resources and limited teams. And the restaurant menu will be most impacted by this. 59.6% of our panel of experts predicts we will see a lot more **menus inspired by culinary heritage/ home-style/ grandmothers’ cooking** and 53.5% foresee a focus on **health/ immunity boosting, ingredient-forward menus**. Additionally, **food with a story, or a braggable ‘Instagrammable’ quotient** will continue to be popular in 2021, say 35.4% of the panel.



As a result of the pandemic people want to reconnect with their own culinary heritage. Whenever there is upheaval or change - humans pivot toward the familiar for comfort and what better than family recipes and home-style cooking to satisfy that need. With all the home-cooking in 2020, the wisdom of our culinary heritage and the principles of eating based on season are returning; Led primarily by the need to seek comfort in the food we consume or consumed growing up. Globally and in India - Chefs are being inspired by the flavours of the food they grew up eating. It’s a time of returning to one’s roots through food.



Radhika Misra



Sadaf Hussain

When it comes to attracting customers and reimagining menus, restaurants will experiment a lot in 2021. They need customers back, but will need to offer more than food to draw them in. Lockdown has made everyone a chef, and all these home chefs need new attractive ways of connecting with food! Chefs and restaurants are already working to serve up food with stories, from heirloom dishes to food from mythology and more!

The home chef movement spurred on by the lockdown will soon translate in a bigger way to restaurants. It will be on a larger scale, moving beyond just the simple pop-ups or kitchen takeovers that used to happen earlier. There could be entire sections dedicated to home-style food, or a rotating weekly menu. This kind of food always comes with a story and that’s what makes it relatable, and also fodder for social media.

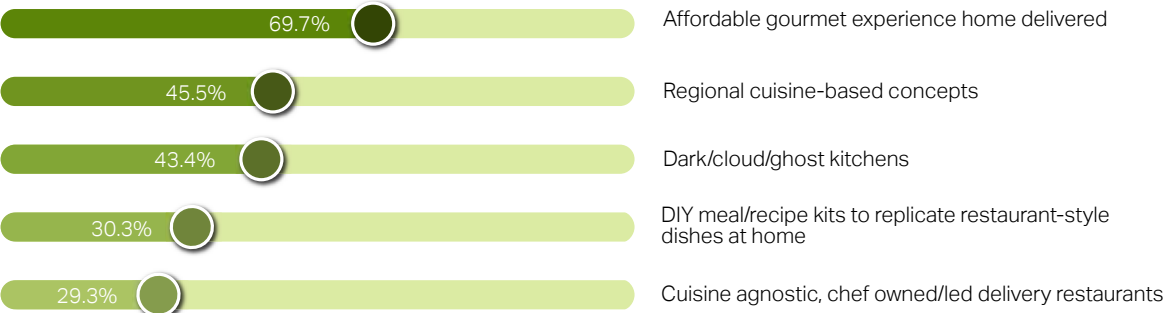


Joanna Lobo



# New Restaurant Concepts

Restaurants have always been at the forefront, leading change when it comes to trends and innovation. Literally putting their money where their mouths are, restaurants constantly push the envelope; offering up new cuisines, unusual ingredients, fancy techniques and more to keep reinventing themselves and refresh their offerings to excite and attract patrons. At the beginning of 2020, top trends in this space were **cloud, dark or ghost kitchens; regional Indian; and special diet-dedicated health driven concepts**. And this section of the 2020 Dining Out forecast didn't get disrupted, rather, it was accelerated! Post the pandemic, many food businesses and restaurants have had to pivot to survive the new normal. It is clear that restaurants in 2021 will have their work cut out for them as far as capturing and holding consumer interest goes. With home delivery still prevailing over dining out choices 69.7% of the panel feel **affordable gourmet experiences, home delivered** will be the biggest new concept. Following closely will be **regional cuisine-based concepts**, according to 45.5% of our experts. And with everything being home delivered, 43.4% of them believe 2021 will see a further surge in **dark/ cloud/ ghost kitchens** as real estate.



AD  
Singh

I believe people have been so starved of a good time, of a great going out experience, of seeing and being seen, of having a lovely time. More and more people will be going out and enjoying a great dining out experience in 2021. Great food, warm service, good wine and a fun buzzy time with people you love. Just can't beat that!

The concept of the cloud kitchen will gain popularity and the demand for regional cuisines capitalised on by existing and up coming restaurants. With home-chefs flooding social media with regional food offerings, the increased interest and the surge in order volumes for home chefs will see the establishment of many cloud/ ghost kitchens and chef owned/ led delivery restaurants mushrooming because of their brand association and confidence they inspire.



Wilson  
Rajan

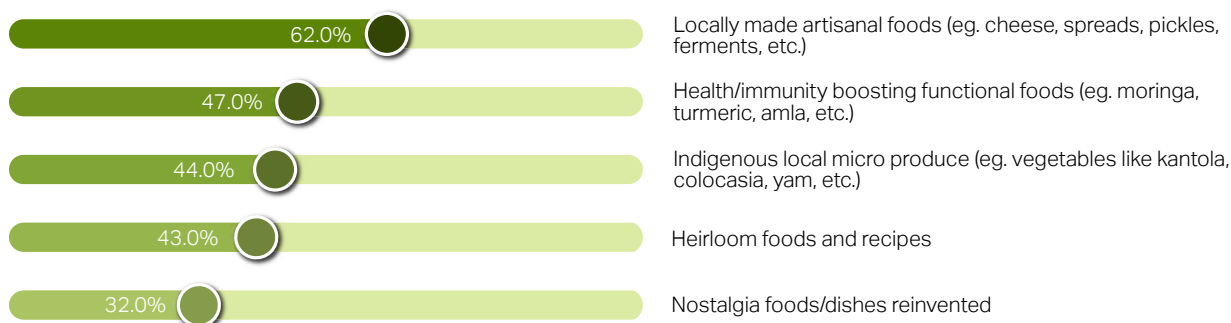



Chef  
Ruchira  
Hoon

As someone who runs a cuisine agnostic chef-owned delivery restaurant, I get at least ten messages and calls a day to ask what my new menu will be for the coming week. People are curious. People are open to new ideas and feel safer ordering from a place where they know the chef. Regional cuisine based pop ups are definitely seeing better results and this trend will continue into 2021 and the next couple of years.

## Exciting New Food Categories

At the beginning of 2020 we predicted a proliferation of *desi* flavours. Post the Covid upheaval, what was once out of choice and to perhaps create a story, has become the norm. The disruption of supply chains and imports has forced the industry to turn to local sources for everything. Chefs and restaurateurs also used the lockdown as an opportunity for introspection and local exploration like never before. As we head into 2021 we observe unprecedented use of locally grown, locally made and indigenous ingredients by chefs and restaurants. Add to this the post pandemic rethink in operational models, menus, packaging and more across the industry. In light of all these influences 2021 promises to be exciting, with 62% of our panel predicting the rise of **locally made artisanal foods (like cheese, spreads, pickles, ferments, and so on)**. With immunity being top of mind, it is also no surprise that 47% of the panel predict **health/ immunity boosting functional foods (like moringa, turmeric, amla, and so on.)** being in focus. And 44 % believe **indigenous local micro produce (eg. vegetables like kantola, colocasia, yam, etc.)** will gain traction.



At the end of the day people just look for a delicious meal. Yes they might be conscious about eating right and restaurants might be favoured for a theme or specific items, but what always does well is comfort food and familiar flavours. People are more aware of ingredients that are good for them these days and we will see them experimenting with more local and seasonal offerings in dining out choices.



Chef Anahita  
Dhondy  
Bhandari



Chef  
Vikas  
Seth

Healthy menus are popular during the current times and the use of local produce is also highly appreciated. These unprecedented times have taken restaurants back to their roots to revisit traditional recipes as well as given restaurant owners time to create and re-invent. Locally produced artisanal goods (like the Burrata from Father Michael) have been a huge factor in the gastronomic space of Bangalore for a while now, the current scenario has only reiterated its popularity.

To me, the future is being able to recognise and explore what is growing indigenously and seasonally around us. These ingredients only show up in domestic kitchens, render certain nutrition in specific seasons, and affect our digestion and our body in a certain way. There is a consciousness towards this today and it will make an impact on the way we are serving food.



Chef  
Shagun  
Mehra





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## Health and Lifestyle Trends

At the start of nation-wide lockdown in 2020, nearly every aspect of life as we knew it changed. Our whole world shrank to the size of our homes. And within these four walls, we did everything, balancing professional and personal lives, work and play. In juggling everything, many things slipped out of our control, including our health and fitness routines.

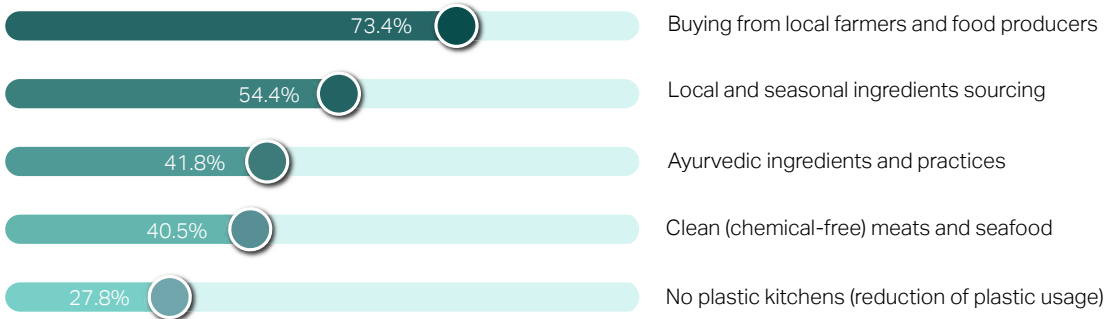
Inconsistent schedules, limited mobility, the lesser free time between balancing professional and personal commitments meant work out, and even daily movement were arrested. Initially, a limited variety of food and ingredients at our disposal, and increased stress, led people towards, less-than-optimal food options for convenience, comfort or just a lack of choice. But as the months passed and some sense of routine set in, there was a newfound desire to rebuild healthy eating habits. Immunity came into sharp focus, and with the availability of various foods as essential goods, family nutrition became a little more controllable. Apart from physiological health, psychological well-being and our impact on the environment also became top of mind.

As we head into 2021 consumers will carry forward their conscientious habits and with greater scope to choose, our consumption behaviour will dictate a growing demand for better, cleaner more mindful food offerings.



## A circular inset image showing a close-up of hands holding a woven basket filled with fresh vegetables, including red and yellow tomatoes and green cucumbers. A small black price tag with white text is visible in the background, showing '3.99' and 'GREEN'. The image is part of a larger graphic with text in English and Gujarati.

A word cloud featuring the word 'Taste' in multiple scripts. The word is written in English, Hindi (स्वाद), Urdu (ذائقہ), and Persian (آسواذ). The letters are arranged in a circular, overlapping pattern, with some instances being larger and more prominent than others. The background is a light, textured grey.



Saee  
Koranne-  
Khandekar



A trend that picked up in 2020 was buying directly through local farmers and producers. WhatsApp was flooded with messages to buy directly from the farmers. While this was initially definitely kindness-driven, the pandemic also changed the way we think about our health. When Farmizen started in my society early last year there were only 3 members on the group but now more than third of the complex is on it and waits for their weekly delivery! Startups like Atomaday, Krishikress, etc have flourished. So whatever consumers choose to eat over the next year, health and wellness will continue to be a strong and growing influence on their choices. But it all needs to be convenient - convenience will continue to remain the key.

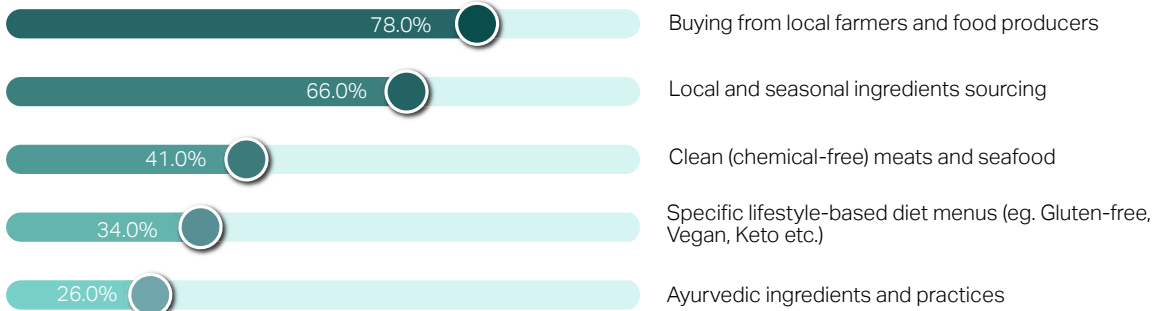


Chef  
Shazia  
Khan



# Health and Lifestyle Trends in Restaurants

While consumers have begun venturing out again and patronising their favourite hotels, restaurants, pubs and cafes, they carry with them a heightened sense of consciousness when doing so. Whether it is about immunity boosting foods or clean and wholesome ingredients, where they are coming from, how they are processed and sourced, the diner of 2021 will make conscious choices, mindful of both themselves and the environment and the food service industry will also rise to the occasion. And our panel illustrates just this – 78% predict that **buying from local farmers and food producers** will be a priority for the food industry, additionally **local and seasonal ingredients sourcing** of other kinds will also be in focus, say 61%. And according to 41% of the panel, there will also be a surge in demand for **clean (chemical-free) meats and seafood**.



There has been an emergence of a lot more farmer-driven markets, and people are going to be buying a lot more local Indian ingredients, understanding that it is cool to be eating dudhi and carrots and other things from here, rather than just broccoli and asparagus. People are also defining local differently – there has been a perspective shift. For example, even though burrata is an Italian style of fresh cheese, if it is being made in India, by an Indian producer, with Indian buffalo milk, then this is also local.



Chef  
Hussain  
Shahzad



Chef Regi Mathew

Diners understood the value of raw materials during the pandemic. They want restaurants to source produce directly from farmers and to ensure freshness and quality. Restaurants also want to try different methods using every available part of these raw materials to reduce wastage.

There has suddenly been a large shift towards “vocal for local” in the last year. Locally produced foods have substantially increased and consumers prefer buying from local farmers instead. This produce is fresh, cost-effective and easily available. Hence, it has come to people’s notice that this might be a better alternative than importing.



Anirudh  
Kheny





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# Beverage Trends

India's beverage space has seen incredible growth and evolution in the past decade, with the craft beer revolution, boutique team rooms, specialty coffee, a whole host of homegrown spirits and more!

Which is why it was the most hard-hit sector within F&B in 2020. The total closure of liquor stores, pubs and cafes meant meeting for coffee or a drink, once the most popular social activity, became a distant memory and a future fantasy for post-lockdown times.

As we enter 2021 the beverage industry is rebuilding itself, not just in its traditional formats, with bars buzzing with cautious but, excited patrons; and cafes offering much-needed respite to remote workers; but also in entirely new ways. For instance, the restrictions on imports have given local and homegrown brands a chance to flourish to and new markets are emerging. Beverage brands and establishments are working on solutions to bring the experience home in new and exciting ways. With everything from coffee and cocktail workshops online, to DIY and pre-mixed signature cocktails from your favourite restaurants and pubs, and more.

As this resilient industry pieces itself back together, it is clear that it will serve up some thrilling developments in 2021!





# Beverage Trends in Home Kitchens

Throughout 2020 everything happened online; meetings, festivals, weddings and all social occasions and celebrations. There were no coffee machine catch-ups during workdays, end-of-day sundowners with colleagues, or weekend beers with friends. Consumers had to create their own beverage solutions and in this we deep-dived into exploring our favourites, investing in mixology, barista and tea tasting sessions online. And with import and supply disrupted we also discover local producers and brands for coffee, tea and more. Many even tried their hand at home brewing and fermentation in lieu of store bought liquor amidst the lockdown. As we go into 2021 the beverage industry is churning out more direct-to-home solutions to pivot so it can feed the growing desire for in-home beverage experiences. 54.4 % of our experts anticipate a rise in explorations of **immunity and functional health-boosting healthy beverages** while 44.3% predict a surge in interest around **gourmet Indian origin artisanal coffee/tea brands**. 40% also predict a lot more interest in **homemade fermented drinks**.



2020 was a year of going back to the basics both learning and implementing in daily life. Ayurveda is an ancient science which is all about healthful daily rituals. Chai is an integral part of daily life as well. Last year we saw a pronounced increase in the over-the-counter immunity boosting beverages and kadha recipes were doing the rounds. And at home, everyone was boiling tulsi, ginger, turmeric and black pepper to keep the respiratory tract clean and clear.



Prerna Kumar



Chef Vicky Ratnani

Simple ferments like Tepache, Kvaas, Kanji are going to continue to grow in popularity in 2021 because they are good for us and the environment. Rich in probiotics, easy to ferment as there is no need for scobys and starters and they allow us to use the whole fruit including the skins. Sustainable, friendly and tasty!

With home brewing of coffee gaining momentum, consumers will seek out greater engagement with roasters and producers of artisanal coffee via newer tasting notes, experimental micro lots and interesting brewing styles. 2021 will see consumers still experimenting with various brewing methods until they find the one that they are most comfortable with. Ease and consistency will play a significant role in choice of both, coffee roasters as well as brewing methods.

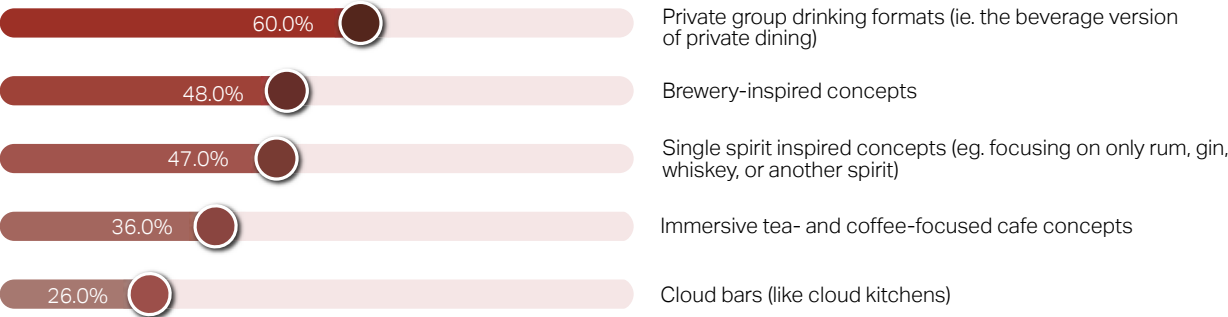


Ashish D'Abreo



# Beverage Driven Concepts

At the beginning of 2020, we observed a rise in the number of dedicated beverage-driven concepts in F&B service. Expansive spaces, flamboyant menus and larger-than-life experiences flourished. But in light of the past year, meeting for a drink is approached with caution, if at all. Many iconic spaces have had to wind up as real estate and rentals became dead weight. For the surviving establishments, strategies will arise to optimise RoI. In this scenario, 60% of our panel forecasts that **private group drinking formats (ie. the beverage version of private dining)** will be sought after. 48% see **brewery-inspired concepts** continuing to grow in popularity as people crave the comfort of the familiar, and 47% feel that **single spirit inspired concepts (establishments or menus focusing on only rum, gin, whiskey, or another spirit)** will start gaining attention.



With 2020 being adaptive and experimental in all forms - 2021 will emerge with new concepts focusing on favourites such as coffee bars. Intimate and personalised dining and drinking options are the need of the hour. There will also be private beverage tasting which is more manageable than an open invite and individual tasting flights making it a razor sharp focused event for discerning diners and drinkers.



Nikhil Merchant



Akash Hirebet

With things opening up people do want to go out for a drink but, we have also gotten used to a certain way of life, with home deliveries and in-home experiences. Hopefully there are policy changes in the next excise cycle to enable things like Cloud Bars. That would also safeguard the industry in case of another black swan event like this one in the future.

Coffee is no longer just a daily beverage, it is gaining popularity as a connoisseur's product, like wine and craft beer. Consumer education in, coffee is also growing. People not only want better quality coffee, but they want to experience it in new ways, like coffee cuppings, tastings, and brew bars. And so we will see more such coffee immersive concepts coming up.



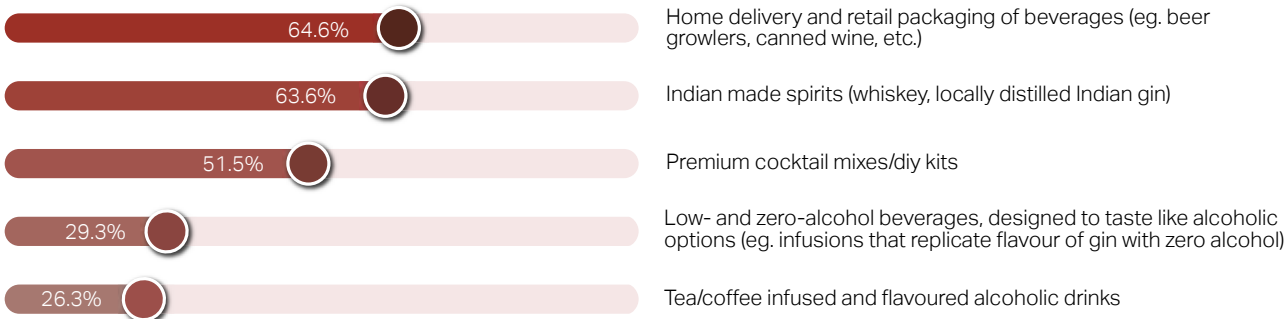
Suhas Dwarknath





# Alcoholic Beverages

The beverage space has always been one of the most lucrative aspects of the hospitality industry. Where once, 'meeting for a drink' was one of the most profitable propositions for a restaurant, (offering spin-off opportunities for small plates, bar menus and more), in the wake of the pandemic, meeting for a drink became a distant memory. And as we go into 2021 the beverage industry is perhaps the most affected by the pandemic and is working overtime to rebuild and reinvent itself for new realities. 64.6 % of our panel foresees that **home delivery and retail packaging of beverages** (like beer growlers, canned wine, and so on) will see a lot of innovation, while 63.6% feel that **Indian-made spirits (homegrown brands of whiskey, gin, rum and more)** will continue to rise in popularity. And 51.5% think that **premium cocktail mixes/ DIY kits** will be in focus in homes in 2021.



Much as people want to go back to bars, there is definite uncertainty and entertaining at home with close friends and family is a trend we will continue to see. Also, there is a lot of innovation that is happening in the Made In India artisanal and small batch alcobev sector. From Mead and Cider to amazing gins, craft rums, agave spirits, liqueurs and fantastic whisky. Feni has upgraded dramatically and how about some excellent Mahua. Our wines and beers are getting better and better with some brilliant flavours and nuances. Our young entrepreneurs are doing so well against all odds



Shathbi Basu



Vishal Nagpal

House parties/ gatherings at homes have increased since the pandemic has hit the pub hopping culture. With increased retail consumption companies are focusing on more ways of reaching alcoholic beverages and experiences to these homes. Virtual appreciation sessions or groups to learn and appreciate choice of beverages will continue to grow into a separate market on its own.

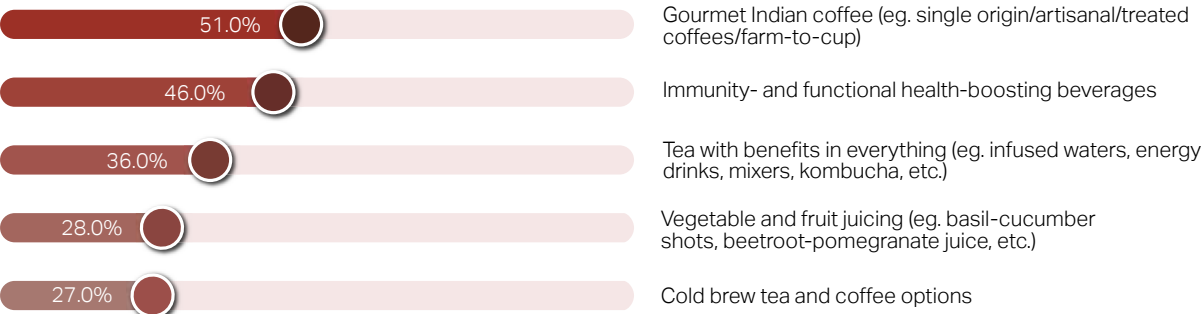
After over a century of suppression by colonial and Indian regimes, traditional and uniquely Indian distilled spirits like sweet-flower based Mahua, hitherto only made and drunk surreptitiously by tribals in the forests of Central India, are firing the imagination of tipplers in India and abroad. 2021 will see the "black swan, blue ocean" emergence of international quality Mahua, and its variants globally.



Desmond Nazareth

# Non-Alcoholic Beverages

Cafe culture created a whole new wave of opportunity for the hospitality industry in India. In a teetotaling nation, meeting over chai/coffee was the non-alcoholic alternative to meeting for a drink. And like its alcoholic counterpart, it has also taken a hit in the wake of the pandemic. However, opportunities for consumption of non-alcoholic beverages proliferate and do not suffer any taboos. We have observed a lot of innovation in this space in recent years and many tea and coffee service businesses have managed to evolve and adapt with in-home offerings. In fact, 51% of our panel predicts **gourmet Indian coffee (like single origin, farm-to-cup, artisanally processed coffees)** will be of primary focus. 46% feel that **immunity- and functional health-boosting beverages** will gain a lot of attention. And 36% vouch for the growth of **tea with benefits in everything (including infused waters, energy drinks, and more).**



Like cocktail mixers, some of the big names in the beverage space came up with innovative offerings to tackle declining sales. We saw Svami coming up with a range of non-alcoholic infused zero-proof drinks, Redbull created a fancy home kit that offered many DIY mocktails and so on. This will work perfect for home gatherings, or for quick refreshing drinks break amidst a busy day at work from home!



Pratheek Ponnappa



Anand Puri

There are plenty of boutique operations that perfectly market delicious, locally grown teas and coffees. The rise of coffee culture, the growing knowledge and appreciation of its technicalities and nuances will push it to the forefront. Boutique offerings are the next logical step.

Specialty coffee is the new wine. We have started organising a Coffee Trail at our family estate - The Harley Estate known for their specialty coffees sold either under their estate branded coffee or under their own brand and the demand has only been growing. With single-origin coffee gaining currency, subscription boxes are an obvious next step.



Vinay Parameswarappa







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## Desserts

There is no doubt that desserts in the Indian restaurant industry have come a long way. The way we have been consuming food media in the past year, exposure to international dessert trends and global pastry chefs has spiked. Additionally, a dive into our own culture and roots has spurred interest in traditional and regional sweet treats. Foodies and home cooks are becoming more adventurous with the kinds of recipes they try at home, and this has been sparking a spur of fads and trends in themselves.

On the flipside, health and well being are on high priority in this pandemic world, and with greater control over what they make at home or what they order in, people are choosing healthier options when it comes to sweet indulgence.



# Dessert Trends at Home

India has always loved its **meetha**. And there has always been a distinct differentiation in sweets made at home and those sourced from confectioners, patisseries and mithai-wallas. Along with everything else, the pandemic had its impact on the dessert market too. On one hand, inconsistent routines, lower activity levels, and stress saw consumers gravitate to comfort in sweet temptations. A lack of outside sources also drove us to discover and rediscover sweet treats at home. As we go into 2021 we observe increased mindfulness, re-prioritizing of diets, and nostalgia-driven sweet indulgence. What sweet indulgences will be on consumer radars in 2021? 60% of our panel predicts a greater desire for desserts with **healthier claims (like no added sugar and naturally sweetened)**. 48.1% foresee a **deeper exploration into traditional Indian desserts and mithais** in the home kitchen. And like meal kits and cocktail kits, 36.7% of the panel vouch for **DIY dessert and home baking kits** to grow in popularity.



2020 was a unique year, to say the least. We saw the birth of a lot of trends that I see carrying forward to 2021. Given the interest in baking, a lot of DIY baking and dessert kits will continue into the new year. While most home baking kits were very basic in nature, we're seeing the emergence of gourmet baking kits with difficult-to-source ingredients.



Chef  
Pooja  
Dhingra



Zeba  
Kohli

2020 has proved as a reality check for all of us globally. DIY will emerge as a cult for 2021 with most of us trying to practice what 2020 preached. Because it allows us to practice healthy living which translates into being happy, efficient, proactive and productive while saving the environment along with our souls. Frugal consumption of refined sugars and flour, emphasis on do-it-yourself by fresh making and baking in every cuisine with healthier options is a “go-to” that’s here to stay.

The craze for western patisserie has plateaued. Now it's time for a home-grown mithai revival. Locally-sourced and artisanal will be the keywords in the 2021 F&B diaries. And since health will be a universal scale, special diet-based desserts will be in demand, especially because unlike other types of foods, desserts are what most diets are iffy about. Hence, a diet-friendly dessert could be the winner all the way!



Sibendu  
Das

# Desserts Trends in Restaurants

From once being relegated to the last page of the restaurant menu, desserts today are the focal point of food fests, promotions, even entire food service concepts (think dessert bars, gourmet sweet shops and experiential chocolateries). There is no doubt that desserts in the Indian restaurant industry have come a long way. With exposure to pre-plated western desserts on international food shows and social media, and the rise of global pastry chefs, consumers are exploring new ideas from the West. On the other hand they are also rediscovering traditional sweets more than ever before. And then there are desserts that marry the traditional with the modern, the *desi* with the global. Indian dessert chefs are kept on their toes, innovating constantly to hit that sweet spot! 61% of the panel believes **desserts with healthier claims (like no added sugar, naturally sweetened, fruit-based, and such)** are what the consumer will want in 2021. 49% is excited that **locally sourced, artisanal, and bean-to-bar chocolates** are on the rise. And 40% predict a growing popularity of **gourmet mithais (like high end options for traditional Indian desserts and sweets)**.



Throughout 2020, there's been an increased interest in and emergence of premium mithai brands. As we head into 2021, this trend will certainly continue, due to a greater preference for homegrown products and ingredients. The modern Indian consumer is now veering away from western desserts like macarons and cupcakes, and more in the direction of Indian sweets and mithais. The real test of this trend's longevity lies in how chefs and restaurants are able to adapt to the market's appetite for diet-friendly and sustainably sourced products. Further, the exploration of natural sugar substitutes and sweeteners will be the key to mithai shedding its current perception of being unhealthy or heavy.



Chef Girish Nayak

It is the time of craft chocolate. The chocolate scene in India is evolving rapidly - it's dynamic, creative and happening everywhere. Suddenly, there's a flurry of locally sourced, single-origin, artisanal and bean to bar chocolates using organic cocoa beans. The flavours are complex, nuanced and diverse - whiskey barrel-aged cocoa and longum pepper lime by Mysore-based Naviluna, coconut milk, rosemary-sea salt or black sesame-raisin from Mason & Co in Auroville, Himalayan pink salt or Monsooned Malabar from Ain Mane in Coorg or candied olive and Gondhoraj lime from Flury's in Kolkata. These are interesting times for a chocolate lover. And the future is Dark!



Anurag Mallick & Priya Ganapathy

The diners of 2021 are more mindful of their health and well being. Healthier alternatives such as ancient grains or gluten-free options like bajra and kuttu instead of their western counterparts will see wider usage. Chefs are also getting more creative with locally sourced grains and sweeteners like jaggery and coconut sugar. We will continue to see a rise in comfort desserts but, reimagined by creative chefs.



Chef Megha Agarwal





**Let's make  
the celebration  
sweeter!**



# Kitchen Design Trends

Enter the era of the post-pandemic kitchen, when the kitchen has become as important as the food cooked in it! The demands from the kitchen and dining areas have evolved in this short time. And this is true of both commercial and home spaces.

In the home, the kitchen is no longer the domain of one, it belongs to the entire family – a shared space that has grown from a utilitarian one to a one of relaxation, recreation and respite from the world beyond. Functionality is still crucial, but now, the kitchen must also play the part of a makeshift office, classroom, gathering and dining space. And beyond even that, a place for conversations about food, our not out connections with it, our culinary heritage and roots.

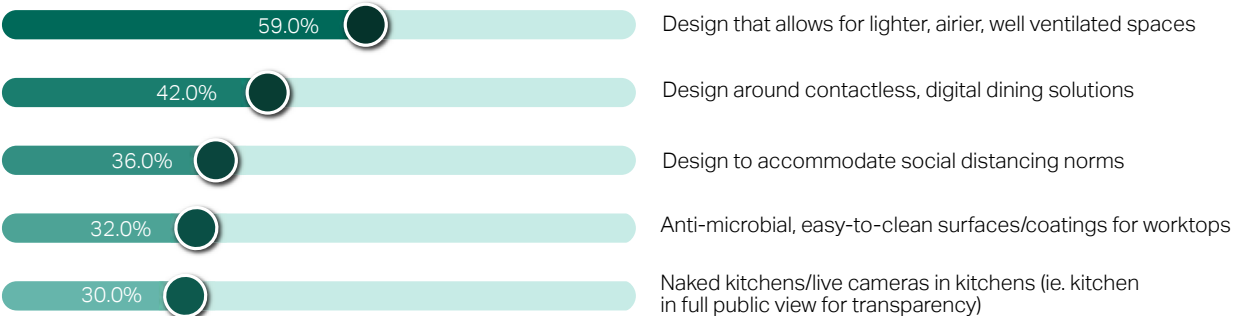
And the pressure on commercial spaces is high as it will have to recalibrate, not just kitchens but, their entire spaces to accommodate new hygiene and contactless protocols of service post-pandemic. Kitchens will evolve towards more open formats to allow everyone to partake of these conversations and activities, while meals may be dished straight off the stove. Island counters to allow for segregated working stations and walk-in pantries for better more organised storage are on wishlists for 2021.





# Commercial Kitchen and Restaurant Design

The reinvention of restaurant dining will have to go hand-in-hand with rethinking of the commercial restaurant and kitchen space. Patrons want to feel safe, and establishments want to reassure them that they are making the best efforts to ensure it. We will see redesigns in both food production and dining spaces to accommodate for new hygiene, food safety and social distancing requirements. 59% of our panel foresee design that allows for **lighter, airier, well-ventilated spaces**, 42% project design around **contactless and digital dining solutions**, and 36% say restaurants will design or remodel to **accommodate social distancing norms**.



Social distancing norms must continue into 2021. While people are keen to go out, they're still worried. Restaurants with foresight are operating at 50% capacity, sharing menus online and offering set meals so diners can pre-order. This shortens service time, and limits contact. It shows that post-pandemic restaurants are cognizant of their patrons safety, and will, hopefully return with full pre-pandemic enthusiasm.



Ameeta Agnihotri



Aslam Gafoor

The pandemic has given rise to minimal human touch points in the guest/diner journey. Hence, contactless dining, social distancing norms and e-wallets will rule the roost in 2021.

Transparent and live kitchens are already becoming a trend. People want to interact with the kitchen team and see how the food is prepared as more chef-driven restaurants pick up across the country. Such kitchens also let you see the high level of cleanliness, professionalism and good practices the establishment follows. Some restaurants have already started live streaming their kitchens to their diners so that everything is kept as transparent as possible.

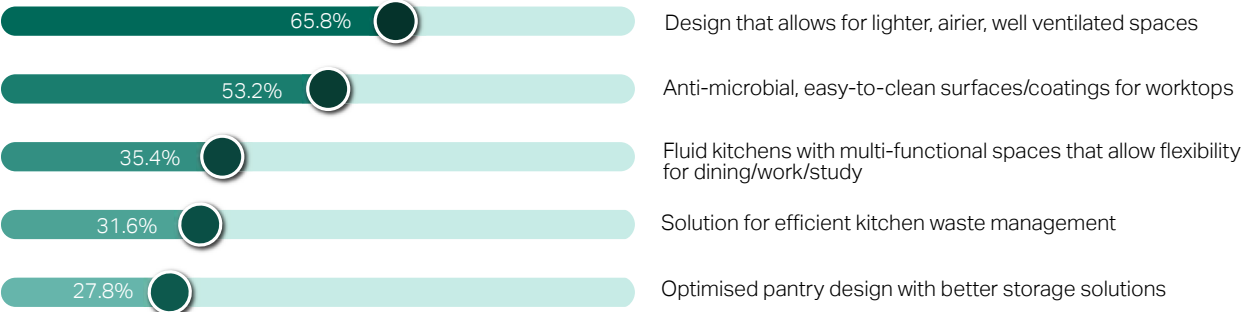


Chef Rachit Kirteeman



# Home Kitchen & Dining Design

In the last few years we have seen the kitchen increasingly grow into a cool, aspirational, even Instagram-worthy space to hang out in for novices, serious and hobby cooks alike. But, in 2020 we all ended up spending a lot more time in the kitchen than we could have anticipated. Cooking and dining became time for families and co-habitors to disconnect from their work, and connect with one another. Time was spent on learning new cuisines and recipes, experimenting with new ingredients and techniques, and investing in specialised tools. This intimacy will continue into 2021, and will inspire how our kitchen and dining spaces are designed and organised. 65.8% of our panel of experts feel design that allows for lighter, airier, well-ventilated spaces will be a priority; 53.2% see anti-microbial, easy-to-clean surfaces/coatings for worktops becoming very important. And with the kitchen becoming central to the home, fluid kitchens with multi-functional spaces that allow flexibility for dining/work/study will be important in kitchen and dining design in homes in 2021.



Lower dependence on outside help, restricting their access to non-kitchen areas, and convenience will influence kitchen design in 2021. Kitchens will move closer to the entrance or have separate entrances. Cooking can be outsourced from restaurants, or packed foods; washing up can't and dishwashers are going to be the new big thing. Additionally, puja rooms might be converted into larder space to allow for adequate stocking up.



Antoine Lewis



Sayantani Mahapatra

Since we are spending more time at home and doing things from scratch it would require us to have easy-to-work kitchen designs, fluid spaces that will help us to multi-task and surely more space for all our newly acquired gadgets and tools.

2020 has seen the kitchen reclaiming its place as the nucleus of the house. A happy place. This will impact the way we design it. Warmth, personalisation and brightness will dominate design cues. Convenience will become paramount as we use our kitchens more. As will ease of cleaning, given the focus on hygiene.



Kalyan Karmakar





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## New Kitchen Tools/Appliances

For the home cook during the pandemic, the kitchen came to be more than a place to sustain the family; it became a space to explore and express oneself, and often escape humdrum daily routine. With new routines, juggling domestic and professional responsibilities, kitchen gadgets have come into focus. Consumers are investing in kitchen appliances and gadgets for convenience and time-saving qualities, to satisfy specific food cravings, or even to foster newly developed hobbies. 65.8% of our panel predict the **exploration into traditional Indian cookware (like terracotta, stoneware, brass, cast iron cookware and so on)** will be the primary focus on 2021. 50.6 % feel that the post-pandemic multitasking consumer will invest in **time-saving convenience cooking gadgets (like microwaves, rice cookers, Instapots, soup makers, and the like)** and 48.1% feel that health consciousness will drive acquisition of **healthy eating gadgets (like steamer, airfryer, etc.)** in home kitchens in 2021.



Commercially when serving 100-200 covers, you can't afford to do things the old way. But at home, it's different. I offer traditional home-cooked meal experiences for people who want a real taste of Goa, and many guests comment on the difference in flavour. Fresh, stone-ground spices, slow cooking in mud pots – people are seeking these flavours again.



Odette  
Mascarenhas



Yojana  
Khanduri

Traditional Indian cookware has stolen the show this year. There are so many recipes and live videos on traditional cooking practises. Numerous brands are offering traditional cookware. Traditional tools too have made their way into our modern kitchen because people are understanding the benefits of our old-age practises for good immunity, health and wellbeing.

Time-saving convenience gadgets are always attractive and in the months of lockdown, after the novelty of daily cooking faded we all reached for gadgets and equipment that made life in the kitchen easier. I saw questions about dishwashers, Instapots, and high-end food processors escalate on food groups.

Rhea  
Dalal



63 years  
of thoughtful  
appliances

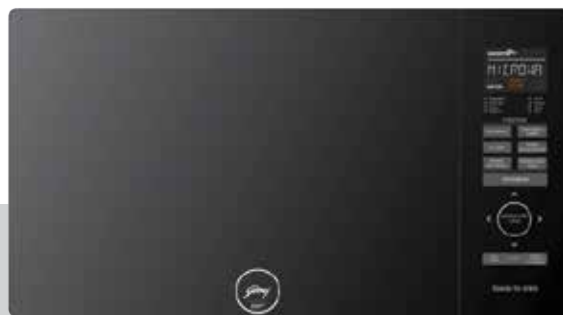
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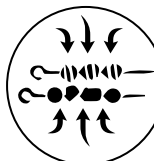
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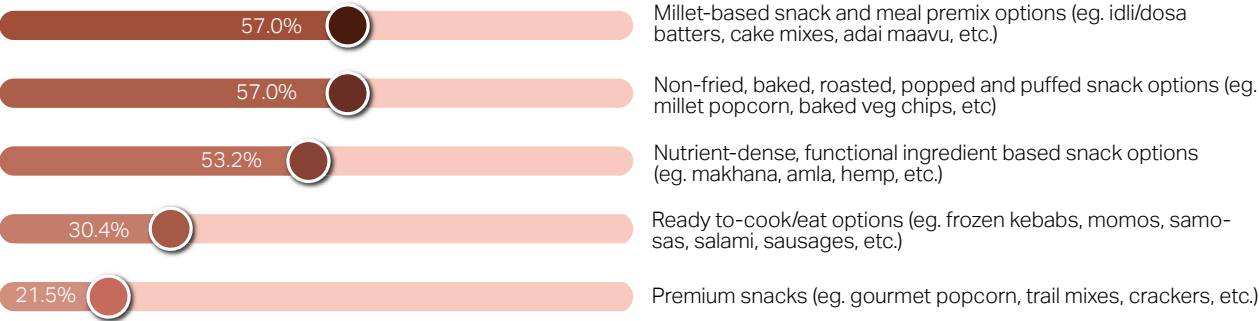
## Emerging Conversations

Each year, the Godrej Food Trends Report adapts its scope to incorporate new developments. In the last few years we have observed a growing excitement around certain topics that originated as trends and not but have grown into vibrant conversations in their own right. In 2020 we saw radical shifts in consumer habits. People spent more time at home and cooked more meals than ever. The Internet became our source of entertainment, and food our panacea. Work and school from home meant more time at home, impacting meal structures. Snacking and food media were two areas of unprecedented change and evolution. In this section, our report looks at emerging food conversations in 2021.



# Snacks and Convenience Foods

This pandemic has changed consumer preferences in new and unexpected ways. With more meals to plan for at home, less time on hand and a reluctance to order in, snacks and convenience foods offer easy solutions and there has been a definite rise in both the demand and availability of snack and convenience options. 57% of our expert panel see millet-based snack and meal premix options (like idli/dosa batters, cake mixes, adai maavu, and so on) being part of the snack/convenience foods most likely to be found in a busy home cook's e-shopping cart in 2021. 57% also see **non-fried, baked, roasted, popped and puffed snack options (like millet popcorn, baked veg chips, and such)** being as popular. While 53% anticipate a surge in demand for **nutrient-dense, functional ingredient based snack options (such as makhana, amla, hemp, and more)** rising in popularity as we look to supplement the nutritive aspect of our diets.



The pandemic impacted routines and mealtimes. Snacktime came into focus because it allowed flexibility in timing and personalisation based on the individual. Fresh snacks suddenly became available online with better packaging. Home chefs began experimenting with healthier recipes. A lot more innovation will emerge in this category with snacks designed to address indulgence, health, specific diets, and higher nutritive value requirements like baked Bhakarwadi, Rajma Chips, High Protein Mixtures all delivered to our doorstep.



Kunal Vijayakar



Sangeeta Khanna

Snacking has definitely changed during the pandemic and will continue to evolve even after it is over. There has been a rise in online entrepreneurs retailing traditional snacks like faral and murukku, banana chips variants from Kerala, thekua type snacks from Bihar, as well as snacks targeting specific health requirements such as diabetes special snacks of course but also juices/teas to ease menstruation pains, menopause/lactation cookies.

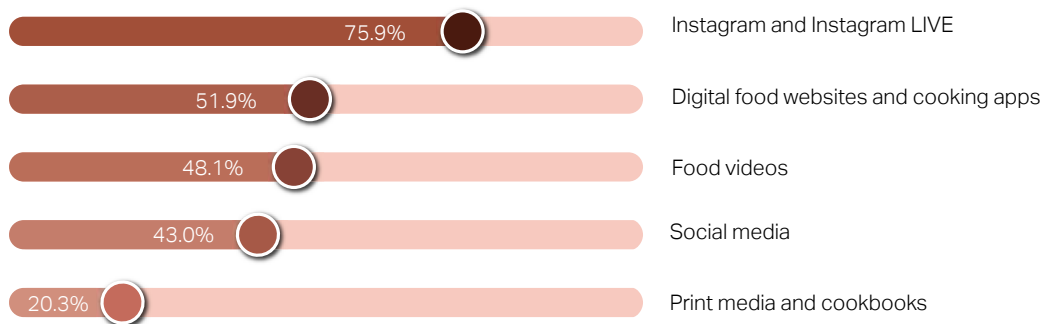
Ready-to-eat/Convenience has already seen a huge bump through the last year and for good reason. The convenient break from chores coupled with the culinary delight at will, makes for the perfect combination. And the drastic reduction in activity, as well as increasing stress and anxiety for a lot of people has also altered the meal cycles as well as appetites - which will make smaller snack-meals a growing preference in 2021.



Pranjal Y Kumar

# Food Media (Top Food Media Channels)

Unsurprisingly, with the isolation that social distancing brought, media channels peaked in 2020 as they became the primary form of entertainment as well as a way to connect with the world. From experimental cooking to taking on those daunting recipes they had earmarked for later day, everything was researched and cooked to break the monotony of lockdown life. From traditional radio and TV, to social media, web streaming platforms and smart TVs, there has never been more prolific consumption of food media than in this year. 75.9% of our panel predicts that **Instagram and Instagram LIVE** will continue to draw attention in 2021, while 51.9% feel **digital food websites and cooking apps** will continue to be popular, and 48.9% predict that **food videos** will also hold their own.



People want to educate themselves from an authority on specific subjects without doing a degree every time. Earlier, I was not for online teaching. I like to see participants. And the idea of recording a class and leaving it online never appealed to me. Now, with Instagram LIVE, Zoom and such, I have the option for real-time interactivity - the closest thing I have to a real classroom. And students joining from all over the globe, purely because they can!



Kurush Dalal



Ragini Kashyap

Social media, specifically Facebook and IG have housed much of India's cooking content, and unless there is a new platform that replaces what they do, I don't see that changing in 2021. There are other platforms to teach on, but I think FB and IG are best for reaching the largest number of people, and allowing people to find you easily, and then transferring to other platforms (e.g. Zoom) for more meaningful two-way engagement.

In the last 12 years, the best thing that happened to me was the increased traffic on my social media platforms. It was satisfying to see blog views suddenly double from 1 to almost 2 lakhs a month. For every recipe or video, I shared I saw a substantial increase in interaction. where I was asked about conservation, proper utilization of the resources, etc. People are looking for easy uncomplicated information and as content creators we are evolving accordingly to meet the current need and shall continue to do so in 2021.



Debjani Chatterjee Alam





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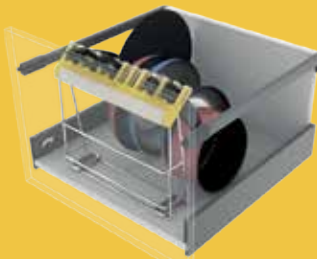
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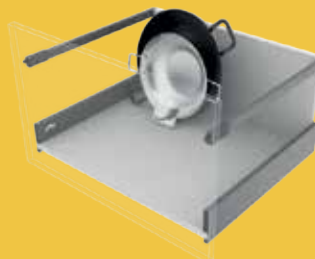
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  - X Immunity
  - X Imported
  - X Exotic foods



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AVP Content - LBB

**Abhilasha Jain**

Home Chef - Marwadi Khana

**Ahana B**

Co-founder - EazyDiner |  
Hotelier

**Akash Hirebet**

Founder & Brewsader - Theka  
Beverages | Beer Consultant -  
Beerabet

**Alka Jena**

Blogger - Culinary Xpress |  
Culinary Custodian | Food Stylist  
& Photographer

**Chef Altamsh Patel**

Executive Chef - Oakwood  
Premium Prestige Bangalore.

**Ameeta Agnihotri**

Food Critic - Times of India |  
Columnist | Author

**Chef Amit Pamnani**

Chef - Owner, Stay with a Chef,  
Culinary Homestay, Indore

**Chef Amitabh Dutta**

Consultant Chef

**Chef Anahita Dhondy Bhandari**

Chef Partner - Soda Bottle  
Opener Wala, Cyber Hub

**Anand Puri**

Partner-Restaurateur -Trincas

**Anindya Sundar Basu**

Independent Journalist |  
Photographer | Restaurant critic

**Anirudh Kheny**

Partner - Plate Project Hospitality

**Anirudh Nopany**

Co-Founder - Brik Oven

**Anita Ajwani Agarwal**

Restaurateur, Chef, entrepreneur

**Anjali Ganapathy**

Founder - PigOut, A Coorg  
Kitchen Story

**Anshumala Srivastava**

Co-founder - Conosh

**Antoine Lewis**

Food Journalist

**Anubhuti Krishna**

Food Writer, Chronicler  
& Consultant

**Anuradha Joshi Medhora**

Chef - Owner - Charoli

**Anurag Mallick & Priya  
Ganapathy**

Independent Travel & Food  
Writers & Culinary  
consultants - Red Scarab

**Anushruti**

Food Writer & Presenter |  
Recipe Creator | Nutrition  
Expert

**Arjun Balaji**

Co-Founder & CEO - Gourmet  
Garden

**Arpan Nandi**

Mixologist - Canteen Pub  
& Grub

**Aseem Hattangadi**

Home Baker- Bread Zeppelin

**AD Singh**

Founder & Managing Director  
-Olive Group of Restaurants

**Chef Ashish Bhasin**

Executive Chef - Leela Hotels  
& Resorts

**Ashish D'Abreo**

Founding Partner -  
Maverick & Farmer

**Ashish Dev Kapur**

Founder & Director -  
Moods Hospitality Pvt. Ltd

**Ashwin Rodrigues**

Owner & Winemaker -  
Good Drop Wines

**Aslam Gafoor**

General Manager,  
Luxury Dining - Dineout

**Chef Auroni Mookerjee**

Executive Chef & GM - Sienna  
Store & Cafe, Calcutta

**B Uttam Muthappa**

Home Chef - Curly Sue Pork

**Chef Balpreet Singh Chadha**

Chef & Food & Beverage  
Consultant

**Chef Colin Dsouza**

Chef & Food Critic

**Desmond Nazareth**

Managing Director,  
Agave India

**Daisy Ahmed**

Home Chef & Baker

**Damayanti Nath**

Home Chef

**Debjani Chatterjee Alam**

Food Writer, Photographer,  
Home Chef & Recipe Chronicler

**Deepa Chauhan**

Owner - Mortars & Pestles,  
Kitchen Traditions

**Debolina Ray**

Food Blogger - She Knows Grub

**Devati Basumallick**

Certified Sommelier & Beverage  
Trainer | Brand Manager -  
KRSMA Estates Wines

**Divija Singh**

Restaurant & Food Consultant

**Dolon Dutta Chowdhury**

Lifestyle Blogger - Pout Pretty

**Elizabeth Yorke**

Cook | Food Researcher - Edible  
Issues

**Faiziya Soomar**

Home Chef - The Cutchi Memon  
Table

**Chef Gaurav Gidwani**

Chef - Brewdog

**Chef Girish Nayak**

Chief Mithaiwala - Bombay  
Sweet Shop

**Hans Sadhu**

Founder - Kanz & Muhul |  
Director - Matamaal

**Chef Harish Rao**

Chef, Restaurant Consultant,  
Food Stylist & Brand Chef

**Heemanshu Ashar**

Head of Marketing - Paul John  
Indian Single Malts

**Hemanta Baishya**

Food Consultant & Lecturer -  
IHM Guwahati

**Chef Hussain Shahzad**

Executive Chef - Hunger Inc.



**Ishita Sudha Yashvi**

Co-founder - Cross Border Kitchens

**Jackie Pinto**

Food writer & Former Editor (Indulge, TNIE)

**Jasleen Marwah**

Founder -Namak Swaad Anusaar, a Kashmiri delivery kitchen

**Jeff Navas**

Food Blogger

**Joanna Lobo**

Independent journalist & Food writer | Founder - But First, Food

**Joe Manavalan**

Co-founder, Head of Innovation &, Cook at heart

**Chef Johnson Ebenezer**

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**Julie Kagti**

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**Kalyan Karmakar**

Food writer & Brand Consultant

**Kaniska Chakraborty**

Brand & Communications Professional | Food Enthusiast

**Karen Anand**

Food & Travel Writer | Entrepreneur | Consultant

**Karo Christine Kumar**

Food Writer & Journalist | Director - Allcap Communications

**Kashmiri Nath**

Chef & Founder - Kata Food | KnOrders

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Chef - The Permit Room | Toit

**Ketan SS Gohel**

Director - Brewbot Eatery & Pub-Brewery

**Kiran Patil**

Director - Sales & Marketing (Reveilo Wines)

**Kishi Arora**

Cakesmith | Food Consultant - Foodaholics

**Kumar Kempaiah**

Brand, Marketing & Sales Specialist for Premium Food Products

**Kumar Shobhan**

General Manager, Hyatt Regency, Kolkata

**Kunal Vijayakar**

Actor, Food Writer, Author, TV Personality

**Kurush F Dalal**

Archaeologist, Caterer, Educator, Writer, & Culinary Anthropologist

**Madhushree Basu Roy**

Home Chef, Food Stylist, Food Writer & Food Blogger - Pikturenama

**Mani Mahesh Aurora**

Author, Social Influencer & Entrepreneur

**Chef Manish Khanna**

Chef, Founder & Partner - Brownie Point | Noir By Manish Khanna

**Chef Megha Agarwal**

Corporate Chef - Big Spoon Condiments

**Mitali Kalita**

Home Chef & Food Writer

**Mithilesh Vazalwar**

Coffee Q-Grader | Ceo & Founder - Corridor Seven Coffee Roasters

**Mohit Roy**

Owner - El Chico Hotels & Restaurants Pvt Ltd

**Monika Manchanda**

Co-founder & Chief Culinary Officer - LiveAltLife

**Mudra Keswani -**

**The Super Chatori**

Food Blogger & Writer

**Nandita Iyer**

Author - Everyday Superfoods & The Everyday Healthy Vegetarian

**Narayan Manepally**

Co-Founder & CEO - Geist Brewing

**Chef Naren Thimmaiah**

Executive Chef - Karavalli, Vivanta Residency

**Natasha Singh-Gadgil**

4th generation confiturier | Co-Founder - Tasha & Girl.

**Nazaneen Jalaudheen**

Editor & Publisher - Ummi's Corner, A Kitchen full of stories

**Nikesh Lamba**

Executive Director & Co-Founder - Pricol Gourmet

**Nikhil Merchant**

Restaurateur - Imli (Los Angeles) | Food & Spirits Writer

**Chef Nilza Wangmo**

Chef - Owner - Alchi Kitchen

**Nishant Sinha**

Coffee & Cacao Roaster

**Nitika Kuthiala**

Home Chef - Pahadipattal



**Odette Mascarenhas**

Author, TV host & Food Critic  
(Times of India)

**Chef Pallavi Mithika Mehta**

Chef & Co-Owner - NAVU  
Project

**Chef Parvinder Singh Bali**

Corporate Chef L&D OCLD

**Chef Payal Rajankar**

Chef-Founder of  
The Gourmet Gig

**Chef Pooja Dhingra**

Pastry Chef & Ceo - Le15  
Patisserie

**Pooja Khanna**

Content Creator| Blogger -  
2blissofbaking

**Pooja Trehan**

Founder, PRestaurants.  
Co-Founder, PRPOI

**Pranjal Y Kumar**

Co-Founder & CEO - TWF  
FLours

**Pratheek Ponnappa**

Food Blogger - Grubitizer

**Perna Kumar**

Owner - ChaiVeda

**Pritha Sen**

Food Historian & Consultant

**Priya Bala**

Author, Chef & Restaurant  
Critic - Times Of India,

**Rajeshwari Puthalapattu**

Menu Curator, TV Chef, Food  
Columnist & Food Blogger

**Chef Rahul Wali**

Consultant & Chef-Owner  
- R.W. Hospitality Services  
Catering

**Rachel Goenka**

CEO - The Chocolate Spoon  
Company

**Chef Rachit Kirteeman**

Consultant Chef, Food  
Researcher & Content Creator

**Radhika Misra**

Independent Marketing  
& Communications Consultant

**Ragini Kashyap**

Food History Researcher,  
Recipe developer & Home  
Chef - Third Culture Cooks

**Chef Ranveer Brar**

Celebrity Chef

**Chef Regi Mathew**

Chef, Co-Owner & Culinary  
Director - Kappa Chakka Kandhari

**Chef Rakhee Vaswani**

Celebrity Chef & Teacher |  
Founder - Palate Culinary  
Academy

**Rhea Dalal**

Owner - Katy's Kitchen  
& Euphorhea Kitchen | Educator  
-Studying Food Workshops

**Chef Ritabrata Biswas**

Independent Chef - Consultant

**Rohit Srivastava**

Foodpreneur, Food Inspired  
Traveler & Content Creator

**Rojita Tiwari**

Drinks Writer, Educator, Trainer,  
& Consultant | Founder - Drinks  
& Destinations

**Roshni Bajaj Sanghvi**

Food & Travel Writer  
& Restaurant Critic

**Roopa Nabar**

Youtube Presenter & Food  
Connoisseur

**Roxanne Bamboat**

Home Chef | Food & Travel writer  
& content creator - The Tiny Taster

**Ruchi Shrivastava**

Food Content Producer/director &  
Culinary Researcher

**Chef Ruchira Hoon**

Chef & Food Writer, Food Stylist,  
Food Photographer

**Rukshana A Kapadia**

Hospitality Consultant, Strategist  
& Food Writer

**Rupa Balachandar**

Food TV Host & Food Writer

**Rupesh Gadkari**

Co - Owner - Mouth Melters

**Ruth Dsouza Prabhu**

Independent Journalist & Food  
Writer

**Ryan Fernando**

Celebrity Nutrition Coach  
& Food Architect

**Sadaf Hussain**

Consultant Chef, Author  
& Podcaster

**Saee Koranne-Khandekar**

Author & Culinary Consultant

**Saina Jayapal**

Public Relations Consultant

**Salloni Malkani**

Co-founder - Food Bloggers  
Association, India.

**Saloni Jhunjhunwalla**

Restaurateur - The Salt House  
(Kolkata)

**Sameer Seth**

CEO - Hunger Inc Hospitality

**Chef Sandeep Sreedharan**

Chef & Co-Founder - Mahe | Curry  
Tales | Escabrahma.

**Sangeeta Khanna**

Food Writer, Blogger, Culinary  
Trainer & Sustainability Advocate

**Sanjay Anand**

Director & Co-founder - Food  
& Beverage Business Review  
magazine.

**Sara Premkumar**

Owner - MahaRasa  
spices & flavours

**Saurabh Shrivastava**

Restaurateur - Mangosteen Cafe

**Sayantani Mahapatra**

Food blogger, photographer  
& recipe curator - A Homemakers  
Diary

**Chef Shagun Mehra**

Chef, Oenophile  
& Conservationist

**Sharmistha Cheema**

Home Chef & Restaurateur

**Shatbhi Basu**

Mixologist, Author & Beverage  
Consultant

**Chef Shazia Khan**

Founder - The Cooking Studio  
& The Studio Cafe

**Shital Kakad**

Owner - Shital's Food Cottage  
Food Studio | Home Chef

**Shri Bala**

Food Historian & Consultant Chef

**Shubhra Chatterji**

Culinary Researcher & Food-Show  
Director

**Shylashri Shankar**

Food writer

**Sibendu Das**

Food journalist  
& Micro-blogger on Instagram



**Siddharth Ramasubramanian**  
Founder & CEO - Vegolution

**Somanna Muthanna**  
Founder & CEO - The Soul Company

**Sonal Chowdhary**  
Nutrition Consultant

**Srabani Mukherjee**  
Home Chef & Founder - Ma's Soul Kitchen.

**Sreya Rakshit**  
Head Hospitality & F&B, PR Pundit

**Srikant Malladi**  
Programming Head - Zee Zest

**Subrata Debnath**  
Corporate Director Food & Beverage - Ambuja Neotia Hospitality, Kolkata

**Sudesh Pai**  
Independent Food & Beverage Professional

**Suhas Dwarakanath**  
Owner - SCAI | Benki Brewing Tools| Benki Coffee | Total Coffee

**Chef Sujoy Gupta**  
Executive Chef - Taj Bengal, IHCL

**Chef Sunil Chauhan**  
Chef-Entrepreneur & MD - Fab Cafe Foods P. Ltd & Chefs United Foods Pvt. Ltd.

**Suprio Bose**  
Food & Travel Writer | Photographer

**Supriya Arun**  
Nutritionist & Author

**Suresh Hinduja**  
Author, Restaurant Critic & Consulting Chef

**Chef Sushanta Sengupta**  
Founding Director & Chef - 6 Ballygunge Place Restaurant Group

**Sweta Mohanty**  
Food & Beverage Influencer

**Tanushree Bhowmik**  
Food writer Freelance, Food Historian, Food Researcher

**Tanya Abraham**  
Author & Food Culture & History Researcher.

**Thashvin Muckatira**  
Founder PlanB - House of Wings & One Night in Bangkok

**Chef Udayshankar Shenoy**  
Founder, Chef & Owner - Lazy Suzy

**Chef Urvika Kanoi**  
Chef-Owner - The Daily Cafe | The Food Studio

**Utpal Khot**  
Food aficionado & Food Blogger at fashionablefoodz.com

**Varun Adil Gazder**  
Owner - Cafe Regal, Jamshedpur

**Chef Varun Inamdar**  
Two-Time National Award winning Chef

**Vasundhara Jhunjhunwala**  
Owner - Old Fashioned Gourmet

**Chef Velton Saldanha**  
Sous Chef - O Pedro, Mumbai | Founder - Chutney Collective.

**Chef Vicky Ratnani**  
Celebrity Chef

**Vernika Awal**  
Food Journalist & Writer

**Chef Vikas Kumar**  
Executive Chef - Flurys

**Chef Vikas Seth**  
Chef & Culinary Director - Embassy Leisure

**Vikram Achanta**  
Founder Tulleeho | Co-founder 30 Best Bars India | Consulting Editor B&S

**Chef Vikramjit Roy**  
Chef - Entrepreneur - A Sirius Hospitality Enterprise Pvt Ltd

**Vinay Parameswarappa**  
Founder - Gully Tours

**Vineet Manocha**  
Senior Vice President - Culinary Lite Bite Foods

**Vishal Nagpal**  
Partner - A2Z Hospitality LLP

**Chef Vivek Rana**  
Head Chef - Claridges New Delhi

**Wilson Rajan**  
Restaurateur - Thai Me Up/ Mischief | Co-Founder - The Spice Circuit

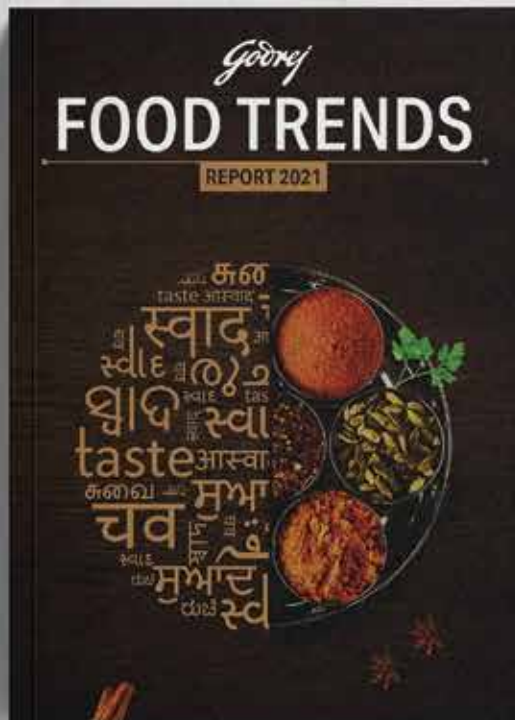
**Yash Kotak**  
Co-Founder & Director - Bombay Hemp Company. (BOHECO)

**Yojana Khanduri**  
Home Chef - The Himalayan Rasoiya

**Zeba Kohli**  
Chocolatier & MD - Good Housekeeping Pvt Ltd



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