

Godrej



New Year
New Trends



WHAT'S COOKING INSIDE?

- INTRODUCTION
- ABOUT THE REPORT
- REGIONAL OVERVIEWS
- TOP 10 PREDICTIONS FOR 2020
- DINING OUT TRENDS
 - Upcoming International Cuisine
 - Upcoming Regional Indian Cuisine
 - Menu Inspirations
 - New Restaurant Concepts
 - Exciting New Food Categories
 - Health and Lifestyle Trends in Restaurants
- DINING IN TRENDS
 - Preferred Alternatives to Home Cooked meals
 - Food Trends at Home
 - Food Categories at home
 - Convenience Foods
 - New Kitchen Tools/Appliances
 - Kitchen Design
 - Cooking Mediums
- FOOD AND SUSTAINABILITY
 - Food and Sustainability in the Industry
 - Food and Sustainability at Home
- BEVERAGE TRENDS
 - Beverage Driven Concepts
 - Alcoholic Beverages
 - Non-alcoholic Beverages
- DESSERT TRENDS
 - Desserts
- EMERGING CONVERSATIONS
 - Food Media (Top Food Media Channels)
 - Food Travel (Upcoming Culinary Destinations)
- POPULAR CHOICE
 - Top bets of 2020
 - Trend we never want to see again
- THE MAKING OF THE GODREJ FOOD TRENDS REPORT 2020
- OUR PANEL OF EXPERTS



Survey design
Rushina Munshaw-Ghildiyal



Survey
A Perfect Bite Consulting

INTRODUCTION

Khaana, bhojan, unavu, bhakshanam, khen, khabar – food is known by many different names in India but enjoys a universal love and interest that brings people together on so many different levels. It does not just nourish the body, but the soul as well.

Food has never been a more serious indulgence ever before. It is not just limited to being an integral component of human existence. The sheer diversity across the country, consumer choices, technology and environmental concerns are all shaping the future of food. It is truly exciting to be at the center of this evolution through all the Godrej brands related to the food industry.

2019 was a year of looking inwards and going back to our roots. From intriguing regional cuisines to recipes from our grandmothers' kitchens, all received their due credit.

2020 promises to be even more exciting! Our research shows this year will also herald the rise of humble *Ghar-ka-khana* as more diners' order food that reminds them of what they eat back home. This, in turn, will spur the growth of the neighbourhood 'foodpreneur' (aka home chefs) who will offer limited daily specials to small groups of their fans.

Get ready to say yes to *desi* flavours that will take centre stage. Expect to see a proliferation of traditional fats such as ghee and cold-pressed oils as cooking mediums. More and more people are expected to eat locally and seasonally as the demand for sustainable practices increases. Food connoisseurs can expect to see a greater variety of South-East Asian flavours at restaurants. Those experimenting with lifestyle diets can look forward to options for assembling personalised meals at home with little or no compromises to their choices.

These insights are a result of inputs as well as erudite discussions with over 150 experts including celebrity chefs, home chefs, professional chefs, food bloggers, health professionals, media professionals, mixologists, nutritionists, restaurateurs, sommeliers, food producers, and more.

Thanks to their valuable insights, the report has been steadily growing over the years with deeper and diverse insights. For the first time, the report will include regional overviews from North (Delhi), South (Chennai and Bengaluru), East (Kolkata) and West (Mumbai).

We hope you savour reading this report as much as we have enjoyed putting it together. Here's to a year filled with soul food, good company and even greater conversations.

Cheers,



Sujit Patil (@sujitpatil)

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



ABOUT THE REPORT

Each September, as the food industry at large prepares itself for the festive season, I embark on a different exercise – my yearly immersion into food trends, for this, The Annual Godrej Food Trends Report. From then, until the day it goes to press, I have the singular pleasure of geek-ing out on food; what's in focus, where it comes from, what will be on the menu, who is cooking what, how it will be prepared, served, and/or, even how it will reach our plates. Over the years I've found that putting together this report requires everything from data analytics to pure intuition on the part of our core team. As we go to print, I am more excited than ever at the prospects 2020 brings!

As with each year, The Godrej Food Trends Report continues to grow in reach, size, and scope. This year our research widened. We kick-started by traveling across the country from the North (Delhi), South (Chennai and Bengaluru), East (Kolkata) to West (Mumbai) to evaluate regional trends from an on-ground perspective. The first round of data was collected from these explorations, through round-table discussions and personal interviews with industry regional experts. Their collective insights were distilled into a survey. Comprising 23, open-ended questions this went out to 150+ thought leaders, each carefully picked for their outlook, experience and valued opinions, from across 12+ cities spanning multiple verticals of the food industry. Their top picks and detailed opinions were collected, collated and analysed by our team to derive shifts in behaviour, prominent trend patterns and to finally shortlist the ten most visible trends for 2020.

But I digress. For all of us in the business of food, India is a land of tremendous complexity, multiplicity and diversity. In a country where cultures, cuisine preferences and consumer demands change every hundred kilometres (sometimes even less) what works in one region may not even cause a blip in another! Bengaluru may be riding the Brewery wave, but Chennai has not really taken to it. Mumbai has responded to regional pop-ups enthusiastically, but Delhi is nonchalant about them. Indore is expanding its culinary wings and Kolkata is looking back at its culinary traditions. Navigating one's way through can be quite challenging.

Not to mention, we are living in exciting times! The Indian F&B industry is growing and evolving rapidly. In fact, it has been in a state of disruption over the last year specifically! With crores of rupees being invested into food enterprises, and millions of livelihoods dependent on them, there's a lot riding on it. Add to the mix external forces such as, archaic and difficult-to-navigate laws, the politics, or the politicising of food as the case may be, the vagaries of nature on the agricultural community, and many unpredictable issues that affect food businesses (and have done so in 2019). In light of all that, as exciting as the landscape is, things can get daunting!

And that is where The Godrej Food Trends Report comes in. It was conceptualised to address precisely this scenario. As a forecaster, that food businesses can use to navigate this erratic landscape and assess where their time, effort and money is best invested, to realise their strategic goals. Each year, the report adapts its scope to incorporate the results as required. Which is why, this year, in addition to the existing sections on Dining Out, Dining In, Beverages and Desserts, the 2020 report carries insights on emerging conversations around Food Media, Food Travel and Food and Sustainability - all topics that originated as trends but have grown into vibrant conversations in their own right.

And now it is time! Our experts have weighed in, data has been analysed. All the 'I's are dotted, and 'T's crossed. And it is time to put this baby to bed! As curating editor, this moment when I write my editorial note, is always the most poignant. It means my journey is at an end (for this year, at least!) But your journey with it is just starting! I will say this, before I go, this year the Godrej Food Trends Report 2020 is bigger and better than ever before! Read on to find out more! See you next year!



Rushina Munshaw Ghildiyal
Survey Designer & Editor

Managing Director
A Perfect Bite Consulting

Regional Overviews





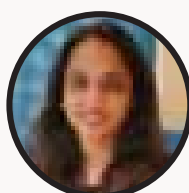
South India comprises the culinary diversity of Kerala, Tamil Nadu, Andhra Pradesh and Karnataka. Here is a region steeped in rich culinary traditions that continue to influence the dining culture, alongside celebrating new age trends.

All across the South, there has been an inward focus and native micro-cuisines are being celebrated; from the Temple cuisine of Tamil Nadu, to the Gowda cuisine of Karnataka, from the Mapilla food of Kerala, to culinary traditions of Rayalseema in Telangana and more. Large scale movements like Karnataka spear-heading the revival of traditional millets recently or even Kerala's jackfruit that has become synonymous with the global vegan trend, characterise the region's food.

Dining, both in and out, have always been dynamic here. Bengaluru, celebrates pan-Indian and global trends in equal measures, stirring in its own innovative spins. You will find Donne Biryani on brewpub menus just as easily as you would find Nikkei-styled ceviches in Asian restaurants. Chennai, a bastion of traditional food cultures is increasingly becoming known for great Asian and Japanese cuisine options. Micro-brewing has taken the south, particularly Bengaluru by storm, with Hyderabad picking up pace. Across the Southern states provenance of food is being given importance, alongside a demand for both traditional and modern experiences for the diner to explore.

These experiences range from pop-ups by celebrity international chefs or home chefs championing a lesser known micro-cuisine. It includes thematic tables with a side of story-telling; pairings with a range of beverages and even take-home chefs, pre-prepped food kits and more. Going back to roots with traditional home cooking, right down to the use of cookware particular to a dish or region is also common today.

Smart phones have made the world smaller and key players across the industry are driving a change in how food is being consumed in South India, be it on the plate or digitally.



Ruth Dsouza Prabhu (Bengaluru)
Independent Journalist and Food Writer

INDIA

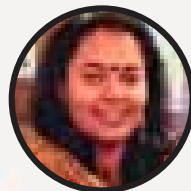
North

Think of the North and invariably Delhi will come to mind; think of North Indian Food and Butter Chicken will be the first thought. Atleast, until a decade ago. But, the past few years have seen a huge shift in the dining habits of North India.

On the one hand you have people going out to eat the traditional way and on the other, an entire new food universe has mushroomed; concept kitchens, casual diners, clubs, pubs, breweries — you name it, and we have it. As a region the North continues to patronise dining out at restaurants and street food outlets, the home chef driven pop-up concept never took off here. However, regional cuisines are flourishing. Punjabi, Sindhi, Khatri, Bihari, Muslim, Kayastha, Baniya, Bengali, North Eastern and even South Indian flavours are being explored in the metros and savoured in the smaller towns.

Many small worlds exist within the larger food world of the North. Delhi remains the epicentre and trendsetter, when it comes to the food industry. But, the past few years have also seen smaller cities in North India discovering their own culinary identities. Lucknow is happy to pay a premium for Baghara Baigan now, while Chandigarh continues to celebrate Sarson ka Saag. Dehradun and Nainital have woken up to the beauty of Jakhiya Aloo and Bhang ki Chutney and Bihar's Litti-Choka is setting tongues on fire. Delhi meanwhile is happy to indulge everyone - whatever their preference maybe.

Global warming and pollution have been issues in focus, and this has led to a big shift in focus on sustainability, demand for organic food and back-to-roots dining. Urban farmers are bringing long overdue focus on clean crops and millets; organic grains, and local ingredients are being celebrated, albeit at a niche level.



Anubhuti Krishna (NCR)
Food Writer & Chronicler



INDIA

West

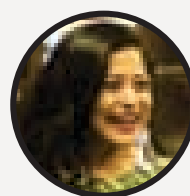
How far we've come! We've moved on from Italian, Chinese, and coastal cuisine – to Neapolitan, Cantonese, and seasonal sustainable seafood. And this not only in the busiest urban centres of western India, but also in Bhavnagar and in Raigad, in Udaipur and in Mangalore.

Mumbai, as the commercial and culinary capital of the region, has been long known for its urbane dining scene. It's a city that knows how to eat well, on and off the streets, at home and outside, in front of the television, at solo tables, at sit-down multi-course dinners, and at decadent half-day-long brunches. In recent years, we enjoy celebrity chef pop ups, we love being fed by talented regional home cooks, we enjoy fancy catering events that offer us flavours from across the globe. And we ask for and have all of this, without taking ourselves too seriously.

But here's the thing – delightful dining can be found beyond this island, all over the region. Ahmedabad has restaurants and traditional food festivals that are destinations unto themselves; Goa's restaurant scene has never been more thrilling; Nashik is where we make some of our best wines; Jaipur recently had a chocolate festival.

And so it follows, that, in the last decade, we're asking for more from our food industry, and we're getting it. As purveyors and diners, we have access and we have talent, we have curiosity and we have interest. We have knowledge and pride in our regionality, and in the quality of our ingredients, as well where they (and we) come from. Mumbai has Latin American and Ethiopian restaurants now, yes, but indeed, we also have Sindhi eateries and food festivals serving Assamese silkworm pupae right alongside our burgeoning craft beer and gin scene.

In the last decade, we've gotten better at understanding food, and we're continuing to get better at understanding ourselves through what we eat.



Roshni Bajaj Sanghvi (Mumbai)
Food & travel writer & restaurant critic

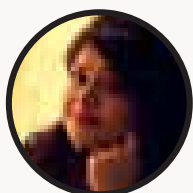
INDIA

East

As Eastern and North Eastern cuisines – be it Assamese, Bihari or Oriya – gain prominence nationwide, within the region, native cuisines are being revisited by home cooks and chefs alike, who are digging deeper into region's culinary and cultural repertoire, breaking existing moulds, challenging stereotypes and presenting a fresh, more nuanced perspective on these cuisines.

Local ingredients and indigenous produce are coming into the limelight not just in the home-dining space but also in the restaurant kitchen. For instance, in Bengal the mounting interest in reviving and espousing the region's mind-boggling indigenous rice diversity, has encouraged Kolkata restaurants to put a Tulaipanji or a Dudheswar on the menu, instead of the ubiquitous Basmati.

At the same time diners have also grown more inquisitive about the what, how, wherefrom and why of the food they eat. There's also a growing proclivity for experiential dining with a focus on story-telling and not simply the setting. The story behind the food - a slice of history, an anecdote or even a few words on the source of ingredients – is as important as the food itself. The growing mindfulness around food has also encouraged the spirit of revivalism. Overall it seems that the key to move forward is to look back and dig deep.



Priyadarshini Chatterjee (Kolkata)
Independent food writer and journalist



TOP 10 PREDICTIONS FOR 2020

Continued commitment to provenance and mindful eating

Powered by the growing demand for sustainable practices, consumers will continue to make active choices that help minimize impact on themselves and the environment by supporting local/artisanal producers and eating locally and seasonally.



Deeper exploration of South-East Asian flavours

In 2020, the restaurant industry will offer diners a greater variety of South-East Asian flavours through deeper explorations of the popular cuisines, along with specialist menus from previously unexplored regional, cultural and ethnic cuisines from the region.



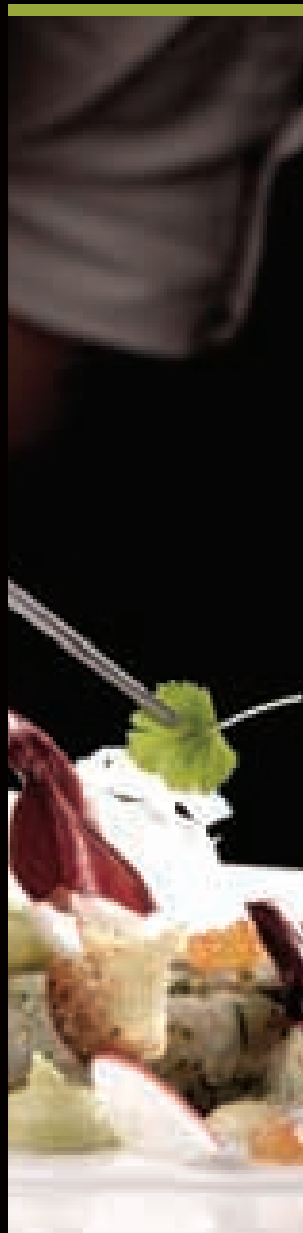
Emergence of the neighbourhood Foodpreneur

Growing demand for fresh, healthy, hygienic and familiar ghar-ka-khana, combined with the convenience of digital communication and payment platforms, 2020 will see many more traditional, regional and community cooks start mini-enterprises from their home kitchens, offering limited daily-specials to small communities of their fans.



Keeping it real

Fuelled by an ever-growing consumer demand for authenticity and relatability, 2020 will see a definitive growth of dining experiences designed around real issues, real people, real ingredients, and real stories!



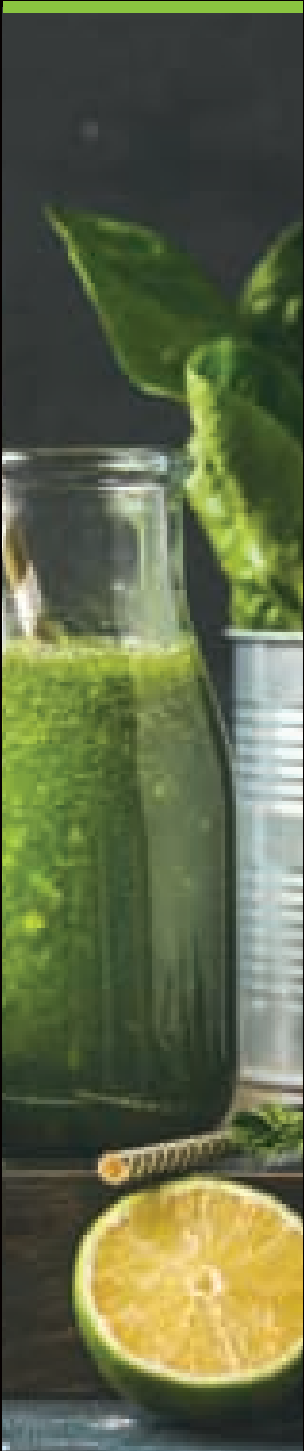
Longing for ghar-ka-khana

Decline in daily cooking activities at home, due to changing social dynamics and attitudes towards cooking, will see nostalgic diners of 2020 ordering food that reminds them of their own ghar-ka-khana, more often than ever before!



No-compromise
convenience
cooking

A discerning consumer of 2020, experimenting with the latest health-fads and lifestyle diets, can look forward to many more options for quickly and conveniently assembling personalized meals at home, with little or no compromises to their choices.



Proliferation of
desi flavours

As an outcome of persistent demand for all things indigenous, consumers should expect to see a proliferation of desi flavours in everything from small plates to cocktails, and even desserts in 2020!



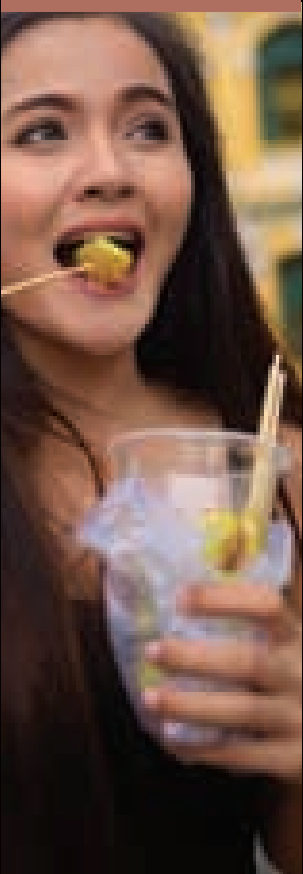
Return to
traditional fats

Growing appreciation for the significance of our choice of cooking medium on key facets of our lives, will inspire more consumers in 2020 to choose with desi ghee, and cold pressed local seed oils, traditionally used by their ancestors over other options.



Rise of the
culinary
explorer

An evolving sense of social, financial, and cultural independence amongst the youth will drive greater demand for aspirational, novel, and even exotic travel and dining experiences. These experiences will be inspired by exciting new cuisines from within and outside the country.



Revival of
culinary
traditions

Riding the ongoing wave of deeper exploration and discovery of our culinary heritage, food businesses and restaurants will find exciting new ways of packaging traditional food wisdom, knowledge, cookware, cooking techniques and food preparation methods to make it suitable for the demands of the modern dining experience.



DINING-OUT TRENDS

The Indian F&B sector is a dynamic space that is constantly evolving. With crores of investment riding on food enterprises, and several million people depending on it for their livelihood. And each year sees some concepts do better than others. Many factors contribute to this; demands of diners, risks restaurants are willing to take, envelopes chefs are willing to push. Additionally, varied influences such as; pop-up events driven by a growing contingent of semi-professionals and home chefs, food categories that gain popularity at international food and wine events, trends that catch the eye of mainstream media, conversations on social media and more Indians travelling (food decisions drive travel in many ways) and looking for global flavours back home.

All of this comes together to define what will be on restaurant menus, where food will come from, what will be on the menu, how it will be prepared, served and/or, even how it will reach our plates. The last few years have seen an unprecedented flattening of the divide between international and Indian cuisines as we focussed on regional Indian explorations. But, as 2019 ended, we observed a resurgence of excitement around international cuisines even as we continued our deep immersions into regional labels.

In 2020 we see indications of several unexplored international cuisines entering menus, and with countless regional cuisines still waiting to be explored, we expect our inward exploration of Indian food to thrive. It is also the year we will see a small but growing number of chefs that think differently, exploring their culinary heritage and individuality and expressing themselves through fresh concepts and menus.



UPCOMING INTERNATIONAL CUISINE

With constant exposure through travel, social media and food-based TV and online shows (everyone wants to eat that dish on Chef’s Table or Ugly Delicious!), India is exploring global cuisines like never before. It resulted in a beautiful, if slightly neutralised, array of international flavours in the past. But as 2019 ended, there was a resurgence of excitement around global flavours. Cuisines that were once popular under broad labels

(South East Asian) are seeing deep dives into specific regional variations (Korean, Sri Lankan, Burmese). Nearly 60% of our expert panel predicts that **Korean** and **Sri Lankan** cuisines will be popular with diners in 2020, and nearly half of them believe **South American cuisine** will continue to grow steadily. We will also see the first signs of new **African cuisines** beginning to enter menus.



The indian Palate is very curious & highly influenced by the sudden ease of travel & Bollywood. Undoubtedly we shall see the surge in experiencing, so far alien & ‘must try’ cuisines, but the sustainability of it would take at least half a dozen years. As an example, it has taken the much loved Japanese cuisine of today almost 15 years to be sustainable in India. As with current modern trade , raw materials are easy to find new cuisines would find sustainability in half the period.



Romil Ratra

My top pick is South American, largely Peruvian and Columbian. Because these cuisines have done well internationally. The well-heeled Indian traveller has already tasted them. The intrinsic flavour profiles, such as spices, lemon, coriander and the composition of the food is recognisable to most Indian palates. Nikkei style Peruvian-Japanese and Peruvian style Chinese “Chifa” (similar to our own desi Chinese) are already making an appearance on menus in India.

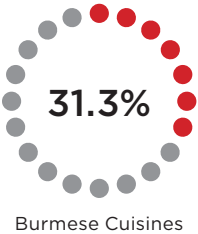
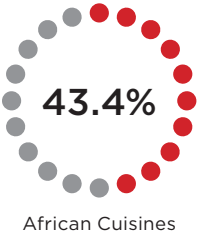
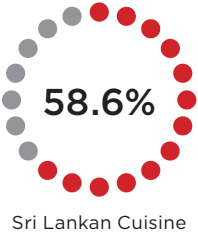
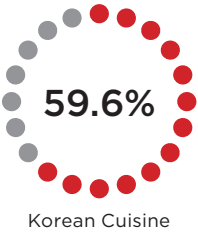


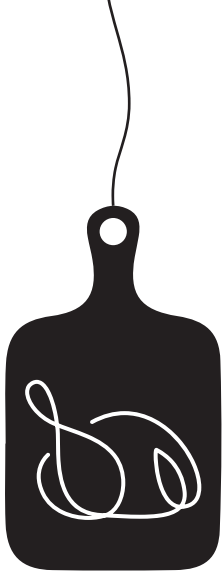
Zeba Kohli



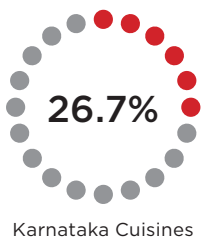
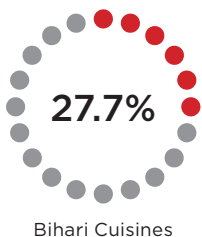
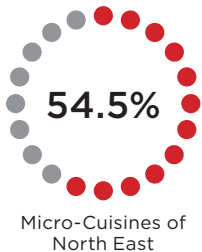
Chef Vikas Khanna

Evolution cannot be in isolation. All the classical cuisines of the world have their place, as they should. That will never change. But classic is now passé. An amazing cross pollination is taking place! And with Indian chefs getting Michelin recognition, there is a shift in the global profile of Indian food. Today chefs from international cuisines want to work in Indian kitchens & learn from Indian chefs. Wonderfully, they also bring influences of flavours and techniques from their own cuisines to the table, resulting in a whole new language of food!





UPCOMING REGIONAL INDIAN CUISINE



Over the years, the Indian restaurant industry has evolved in its exploration of Indian cuisine. From early days when Punjabi and South Indian were the limited offerings, we progressed to explorations of regional cuisines such as Bengali and Parsi. And then 2019 witnessed an explosion of conversations around select micro-cuisines within regional labels. Pop-ups and culinary collaborations between restaurants and regional cuisine experts proliferated and home chefs came into their own as the true custodians of our culinary heritage.

With countless regional cuisines still to be explored, we anticipate this fantastic inward exploration will thrive in 2020 bringing even more fascinating culinary traditions and food stories to the fore. Over half of our panel predicts that we will deep dive into **micro-cuisines from North-East India** and the **mountain regions of India**. **Micro-Cuisines of Kerala** will continue to be explored and be in focus. We will also see flavours from **Bihari cuisine** come into the spotlight.



The diversity I see in India, is unparalleled. And while Indians love to experiment with food, there is always an urge to gravitate towards, familiar cuisines (read cultures) and flavours, or those that give us a good dose of spice to satiate our taste buds. Madhya Pradesh (Indore, Bhopal), North East India and Kerala all offer scope to dive deeper into familiar yet, new territory.



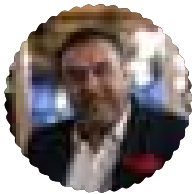
Shilpa Sharma



Nicole Mody

Having recently curated a food festival that brought regional home cooking to the forefront in Mumbai, I'd say that North East cuisine is the current trend in the city. That said North Eastern flavours and ingredients are so different from what most people are used to that there's a craze for them all across the country - be it the chillies, wild cilantro, citrus fruit or ferments of the region!

I see the coming years focussing on regional Indian fare from across the landscape of India, and being taken forward to international audiences not just within India, but overseas as well. We will also witness a cross-utilisation of many international ingredients in Indian dishes and many Indian spices / ingredients in international favourites.



Zorawar Kalra

MENU INSPIRATIONS

A restaurant’s ability to keep its patrons satisfied often hinges on their ability to stay relevant and dynamic with their menu offerings. 2019 saw the home kitchen as a source of inspiration with the true custodians of home cooking - home chefs, coming into focus. Our observations of conversations tell us that in 2020, diners will be seeking out food with stories and Instagram brag value. That said, however, ‘Instagramable’ no longer means Kale, Quinoa, super-sized or gimmicky, coloured food. Instead, fatigued, by food porn on social media the Indian foodie

is looking for simple, real food that surprises! More than 47% of our panel predict restaurants will push the envelope further with exploring Indian flavours. **Menus/ chefs inspired by their own culinary heritage** will expand their repertoire, giving traditional flavours new twists through **modern small plates inspired by Indian regional food. Special menus /pop ups with regional cuisine experts and home chefs** will continue to thrive as we discover and deepen our discovery of regional micro-cuisines



Ingredient-driven Modern Indian cuisine will define the culinary calendar for 2020. Chefs and restaurateurs like myself will be looking for food beyond farms! The focus will be on awareness of ingredients based on region, season, ingredients grown locally and a responsibility to be more sustainable. This philosophy will not only apply to vegetables but also fish, meat, poultry.



Chef Manish Mehrotra

I see community-based, sub-regional micro-cuisines in focus in 2020. Chefs will focus on the flavours of these on their menus. The gimmicky side of sustainability - the part where people talk about 200 types of rice, 10 types of millets, will fade. How many grains can one actually put on a menu and implement in a sustainable way? Instead, more regional, fresh produce like greens, vegetables are what I see being in focus. And 2020 will be all about simplicity on the plate, lesser ingredients, fewer components and simple flavours.

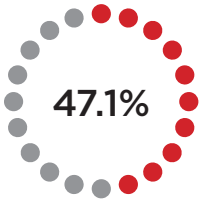
Having created a regional cuisine restaurant with heritage recipes and curated menus, I’m seeing increased interest and growth in such cuisines and home-style food. People definitely have a desire to try other regional cuisines from the popularity of our regional home chef pop-ups.



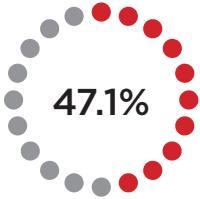
Aditi Dugar



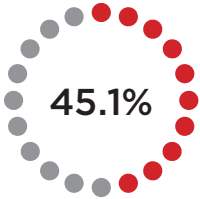
Divya Prabhakar



Menus /Chefs inspired by their own culinary heritage home-style...



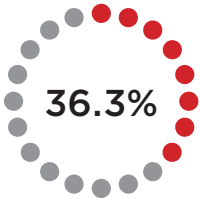
Modern small plates inspired by regional flavours /ingredients



Special menus / pop-ups with regional cuisine experts and home chefs



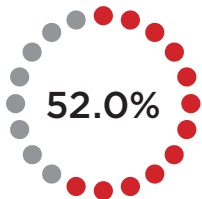
All vegetarian / vegan menu



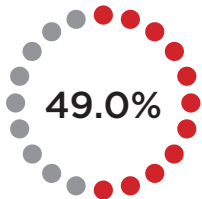
Cuisine agnostic, chef-led dining experiences, chefs table /tasting menus



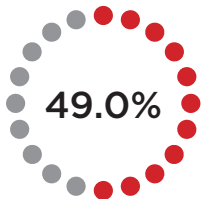
NEW RESTAURANT CONCEPTS



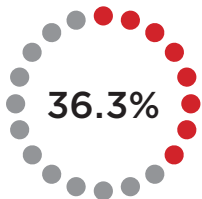
Cloud kitchens /dark /ghost restaurants



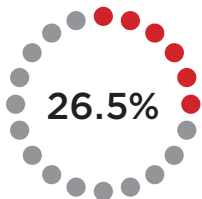
regional Indian cuisine-based concepts



Special diet, dedicated health-driven concepts (e.g. Keto, Vegan etc.)



Cuisine agnostic chef owned/ driven restaurant concepts



All vegetarian restaurant concepts (regardless of cuisine)

As the shelf life of restaurants gets shorter, the need to bring in novel concepts has become crucial. Competition, restaurant laws, real estate value, cost of operations and the challenge to create unique ideas is keeping the restaurant industry on their toes. From artisanal menus to ingredient-driven course meals, from pop-up only restaurants to yoga cafes and sustainable restaurant models, 2019 has seen some interesting concepts gain popularity. As we go into 2010, more than 55% of our expert panel sees the industry putting their

money on **Cloud Kitchens/Dark/Ghost Restaurants**; almost 50% are also predicting that the inward exploration of our food and growing awareness of health will drive growth in **regional Indian cuisine-based concepts** and **special diet dedicated health driven concepts**. But, just when one thinks they’ve run the gamut, the industry surprises with something new! An emerging trend the panel is excited about is the rise of **cuisine agnostic chef owned/driven restaurants** as chefs become voices of their individual craft and food philosophy.



2020 will be a major correction year. More F&B outlets will close than open. An economic downfall is coming and the F&B industry will be among the first to feel its impact. Menus will increasingly become formulated. Breweries will lead here, with increasing homogenisation of their food offerings. But we’ll also see a growth of a new category - cuisine agnostic spaces/brands, (not multicuisine, but no single cuisine) spearheaded by skilled and capable people.



Chef Manu Chandra



Chef Ajay Chopra

It is true that dine-in is going to take over the dine-out market. The rise of menus focusing on eating right, vegan and vegetarian will see a spike. To sustain themselves, even regular restaurant establishments are coming up with menus apt for deliveries. The next year will showcase chefs in a broader light as cuisine and concept-driven restaurants are going to be emerging faster.

Delhi’s demographic profile is changing dramatically and fuelling the rising interest, awareness and appreciation of all kinds of food from regional, sub-regional to foreign cuisines! Be it street food, small restaurants or high class take-away, everything from Bihari, to Kashmir to Kerala cuisine is flourishing! And increased disposable incomes have inspired intrepid experimentation in Global cuisines at the same time! My only hope is that Delhi’s own culinary legacy holds strong in this.



Dr. Pushpesh Pant

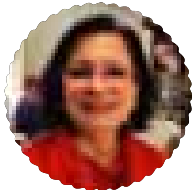
EXCITING NEW FOOD CATEGORIES

In 2019 we observed an unprecedented exploration into regional cuisines and indigenous vegetables with burgeoning awareness toward our own ancient culinary wisdom. The rediscovery of our culinary identity is going to drive deeper explorations of all things Indian across food categories in 2020. Our panel is excited with the rising awareness and exploration of Indian-made everything! 67% predict deeper dive into home-grown **artisanal produce** like achaars, and other traditional staples. More than 50% are excited about the deeper

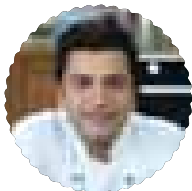
discovery of indigenous **micro-produce like Kantola (Spiny/Teasel Gourd), Colocasia, Yam and Kapha** on restaurant menus. We also observe increased awareness and consumption of **functional foods like Moringa, Amla** and other traditional ingredients for their medicinal and nutritional properties. Conversations are emerging around **Indian fermented foods like Kanji from North India, Pakala Bhaat from Odisha** and **heritage rice** varieties like the *Chak Hao* black rice from North East India as the industry continues to explore our regional diversity.



The time has come for us to look inwards. We always had the knowledge and expertise as part of who we are. Mindful eating, medicinal foods, fermenting, heritage rice are all a very important part of our culinary legacy. I'm really happy we are making a conscious effort to keep this legacy alive.



Ameeta Agnihotri



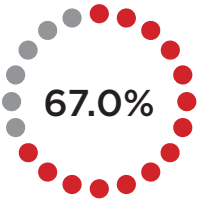
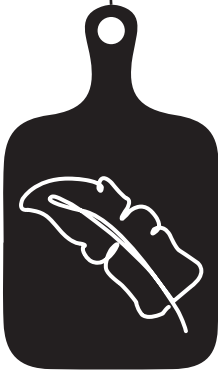
Chef Kunal Kapur

These are exciting times as the offer of food to come promises to gently shake our taste buds. I see an evolution of our taste buds with a higher acceptance for international and Indian cuisines in India, especially those that are region, community or dish specific! Food evolution has gone hand-in-hand with human evolution and holds so true in the current trends that we are now experiencing!

Special menus often, if not always, focus on indigenous vegetable produce but seldom are indigenous fruits in vogue not going beyond the mango and strawberry! Nobody thinks of chikoo, kokum, kanchan amla, jamun, tadgola, karonda, mosambi, ber or sitaphal. In my humble opinion, sitaphal is going to be under the spotlight as the superfood or superfruit of 2020!

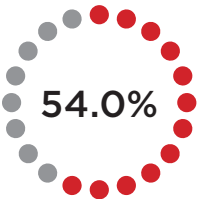


Chef Varun Inamdar



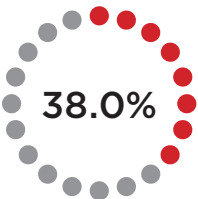
67.0%

Artisanal produce (house-made, and /or locally sourced cheese, pickles etc)



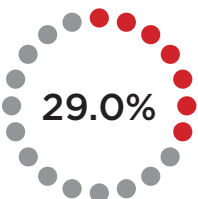
54.0%

Continued exploration of local micro produce (vegetables like Kantola, Colocasia etc)



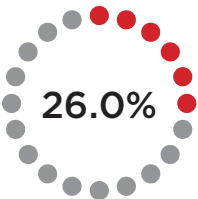
38.0%

Functional foods (e.g. Moringa, Turmeric, Amla etc)



29.0%

Indian fermented foods

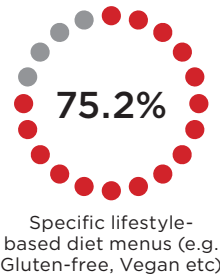


26.0%

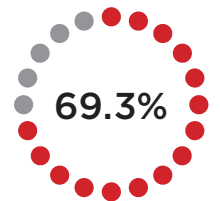
Heritage rice on the menu



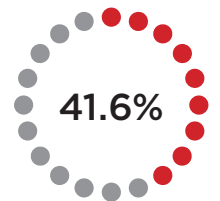
HEALTH AND LIFESTYLE TRENDS IN RESTAURANTS



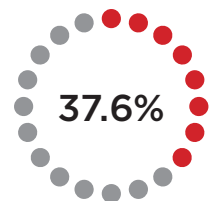
Specific lifestyle-based diet menus (e.g. Gluten-free, Vegan etc)



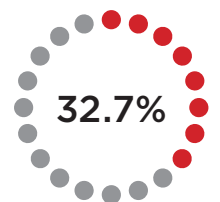
Clean (chemical free) meats and seafood



Ayurveda influenced menus



Support for medical diets (e.g. High/Lean protein, Low/No sugar, Reduced salt etc.)



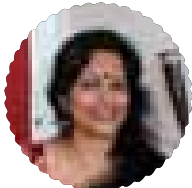
Keto options

Conversations around health have grown steadily over the last decade. In 2019 we saw Keto, Gluten Free, Low Fat, Sugar Free, Vegan rise as terms of note. In 2020 as the diner continues to explore diet options, these will no longer be fad phrases in fashion and health magazines but descriptions on menus in mainstream establishments. More than 75% of our panel have

predicted that restaurants have recognised that they need to cater to **specific lifestyle-based diet** needs. Almost 70% foresee menus taking into account provenance as consumers ask for **clean meats and seafood**. We will also see a lot more conversations around **Ayurveda-influenced menus** this year.



People are strict about their dietary preferences even when dining out, so vegan/ gluten-free food made with organic produce is going to grow. Use of colours, additives, hidden ingredients, low quality bulking agents will be frowned upon, especially if used by high-end restaurants. The quality of ingredients that goes into making of a dish is going to be as important, if not more, than the end result!.



Nandita Iyer



Sangeeta Khanna

Ayurveda is being interpreted in modern cuisines and is coming up with new flavours, driving exploration of plant-based food and backyard exotics. Clean meat and seafood demand will grow exponentially because of awareness and fear of pathogens and pollutants.

Nutritional food trends will be on top in 2020 but taste will always matter. Salt, fat, acid and heat are what lend taste and without these food can be lacklustre. Food must satiate at the end of the day. Restaurants will work towards marrying techniques from professional kitchens with functional and medicinal eating to offer mindful menu options.



Rocky Mohan



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DINING-IN TRENDS

Food became 'COOL' about two years ago! "I'm a Foodie" is now a legit thing to share about yourself, before launching into the last fab dish or meal you cooked.

Time, money and convenience dictate food consumption at home. And Indians still eat home cooked food at least 80% of the time. But, a growing awareness of our culinary culture, the concept that homemade is best, mindfulness towards individual health and collective environment, and consciousness about eating clean, healthy and fresh are all driving a whole new paradigm in how food is consumed at home in India. And it is driving innovation across the board from healthy ready-to-eat/cook solutions, to prepared food options, to personalised diet options.

Ordering in, over the last decade, has evolved from being a compromise to a welcome convenience. Today, thanks to digitalisation, especially for single people living away from home, it is a blessing! Gone are the days of settling for *vada paos*, doughy pizzas, oily Chow Mein or overspiced Biryani. Whether the diner is looking for *ghar ka khana*, keto dishes, gluten-free options or calorie-counted meals, personalised to individual requirements, it is all just a click away! Added to this, is a legion of home cooks in housing societies across the country taking orders via WhatsApp, accepting cashless payments and thanks to apps and websites like Dunzo, Swiggy and more, dishing up everything from Kashmiri to Malabari, Bihari to Parsi, Marwari to Assamese and more, from their own home kitchens.

Not to be ignored is the fact that food TV and digital media penetration is at an all-time high. Celebrity chefs are friendly guides from TV and YouTube right alongside a host of cool grand-moms, moms and aunties teaching everything from *Dhokla* to *Dalna* on their own channels. And thanks to the easy availability and delivery of gourmet products, artisanal produce, organic meats and imported produce, cooking at home is no longer just a routine affair but, an aspirational pastime for hobby and weekend chefs.

In 2020, we see *ghar ka khana* reigning supreme, as Indians rediscover not only their own community cuisines, but also explore regional Indian cuisines, indigenous produce, culinary traditions and cookware like never before.



PREFERRED ALTERNATIVES TO HOME COOKED MEALS

The changing demographics of Indian families have created a need for healthy alternatives to home cooked meals. With nuclear set-ups, working parents, solo living, and busy lifestyles, a large set of Indians have started to look outside of their kitchens for everyday meals. While this may have meant the run-of-the mill tiffin service of *dal-roti* until recently, today the choices vary from Thai Curry-Red Rice to *Choley-Chawal* to salads and sushi. In 2020, our experts predict more bespoke meal deliveries at home



Today's modern individual wants home-food on a day-to-day basis. If one doesn't have a running kitchen or cannot cook on a regular basis one could always get something delivered. Today there is a definite shift to ordering via an app, but rather than from the nearest restaurant, it is from a neighbourhood home chef. And while *ghar ka khana* once ago meant *daal-roti-sabzi*, today it can mean anything from regional cuisines, to salads, healthy meals and more.



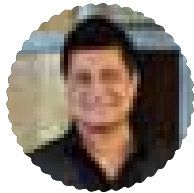
Radhika Misra

Restaurant food is very commercial. Good food is at home. The diner no longer wants the replication a restaurant offers. They want food that is different, and look for simplicity and integrity behind the food - that home-like touch. Chefs may not be articulate in that sort of home cooking.

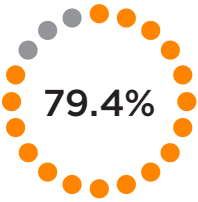


Kunal Vijayakar

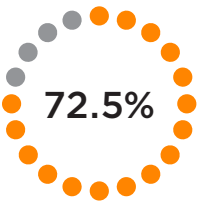
In residential complexes there are WhatsApp groups for home chefs in which they offer home-style meals/menus from their respective regional cuisines or even global cuisines to people from the building/society. It's like sharing food with neighbours meets pop-up delivery services. Many single people enjoy this as they can order in a variety of home-cooked food, rather than depend on a single caterer.



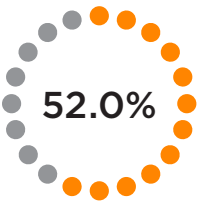
Chef Saby



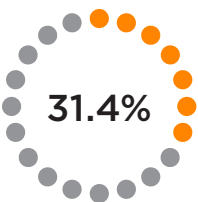
Ghar ka Khana from other kitchens



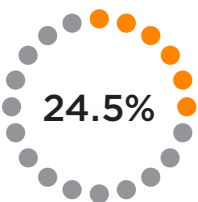
Food delivery services



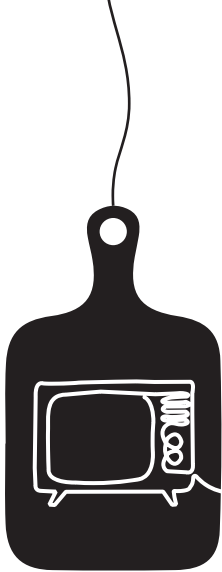
POD (Personal Optimized Diet) based subscription services



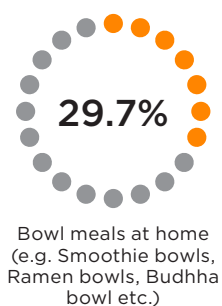
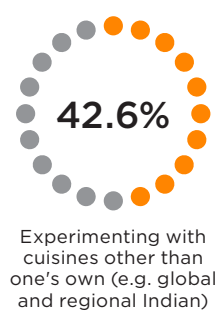
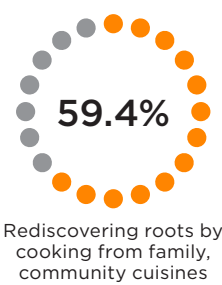
Rise in Catering/ outsourcing meals for occasions (Festivals and parties)



Speed scratch cooking (using convenient packaged solutions but cooking...)



FOOD TRENDS AT HOME



The changing perception of what is 'cool' aesthetic food shows on mainstream and social media, and instant access to resources is driving people to eat more carefully and mindfully at home. Whether it is choosing an alternate cuisine, trying a new recipe or replicating what you ate on your travel, food trends at

home have gone much beyond the traditional boundaries. In 2020 our panel expect home cooks to get more **experimental with cuisines other than their own, or be inspired by travel**. But almost 60% of them see home cooks **rediscovering their roots by cooking from their family and community cuisines**.



I somehow feel that the growing segment of Indians travelling is going to hugely influence what we cook at home. More and more travel themed pot-lucks are being organised. Travel will inspire people to explore and experiment with their home cooking in the coming year.



Suprio Bose



Monika Manchanda

I think we've finally reached a point where we're realising that as a generation we are losing all the customs, recipes, food and stories. That no one is feeding our kids the things our grandmas fed us. The prospect that our kids will grow up without this history and the memories is scaring us. And we're rushing to collect them. Which is brilliant and lucky in so many ways and I hope it stays this way!

Youtube/OOT platforms influence home cooks and trends. Heritage recipes were a TV trend before they found their ways into home-kitchens. From what's brewing in the TV/ digital food content space it seems very likely that ghar ka khana - from your home or others' homes, will trend.



Shubhra Chatterji

FOOD CATEGORIES AT HOME

Mindful eating, a growing fascination with all things Indian be it via digital and social media or cookbooks that focus on regional flavours are all changing the way India cooks at home. An increasing awareness around the detrimental effect of additives, pesticides, preservatives and food adulteration is driving home cooks to question where their food is coming from. Answering the requirement for quality produce are an emerging wave of farmers growing indigenous produce, and selling directly to customers via farmers markets. Aspects that food retail is also trying

to address with greater variety of local ingredients, better storage systems and improved delivery logistics. Almost 60% of our panel thinks lesser known **regional seeds and grains**, beyond millets such as *Khapli* wheat and *Chak Hao* black rice from the North East will be on the menu in home kitchens in 2020. Home cooks will also source produce **directly from farms/producers**, and look deeper into the **functional properties of Indian ingredients** aka ‘superfoods’ like *Makhana*, *Amla*, Sesame, Jackfruit and more.



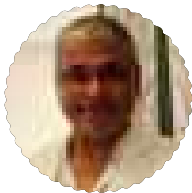
Today with MasterChef, cooking shows, YouTube and food groups the entire culinary landscape has changed. Add to that all ingredients /resources we now have readily available - pan-Indian and imported! People are experimenting in their home kitchens like never before! And Instagramable plating of food even for ordinary home chefs is BIG !



Kalyan Karmakar

The fallout of an increasingly busy lifestyle, high levels of stress, climate change and pollution is that our lives are becoming unhealthier than ever before. People are waking up to the need to eat healthy and are tapping the wisdom of our ancestors for the same. This has led to an awareness of grains and millets which are native to India and which had fallen off the radar for a while. People have become curious about these and are looking to make them a part of their diets as they move towards leading a healthier and sustainable life.

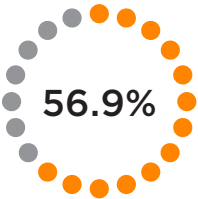
‘Go local’ is the focus. Ghee is back. Raw turmeric is back. Ragi is back, and all in a big way! Jackfruit was always there in certain communities but now everyone else is into it. Jau is back too and is even seen in restaurants. Indian food actually has many superfoods. We’ve just never tagged them! These forgotten foods are back in our kitchens as home cooks are becoming aware of their health benefits. In fact, bragging about local ingredients on social media is the new cool!



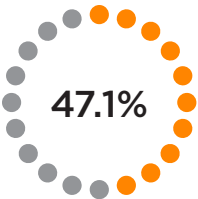
Atul Sikand



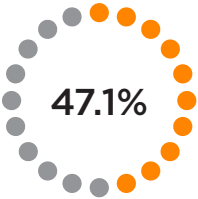
Madhushree Basu Roy



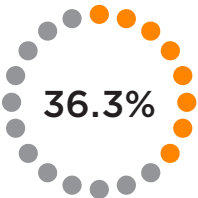
Regional seeds and grains (e.g. Millets, Local rice and wheat varieties)



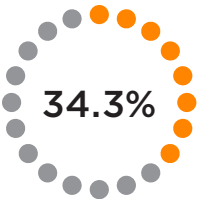
Direct farm/ producer-to-home/ consumer, producer and products



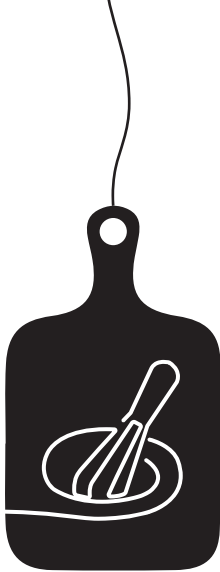
Indian ‘Superfoods’ and Ingredients with functional properties



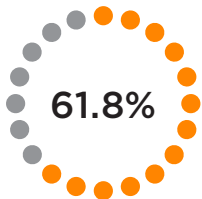
Artisanal small batch staples (*masalas*, flours, batters)



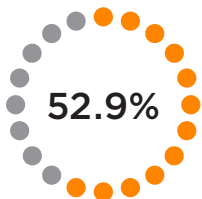
Indigenous varieties of fruits and vegetables (e.g. local seasonal, foraged..)



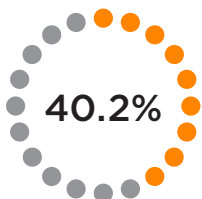
CONVENIENCE FOODS



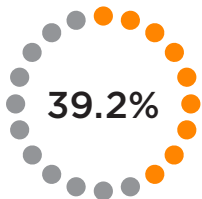
Healthy packaged snacking solutions (e.g. Makhana pops, savoury granola etc.)



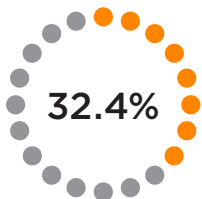
Artisanal, ready to eat granola, local millet-based breakfast options



Ready solutions for special diets (e.g. Keto flours, Vegan cheese etc.)



Traditional Indian ingredient-based meal solutions (Millet Khichdi mix, Makhan...)



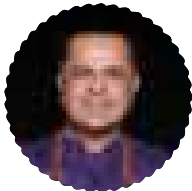
Freshly processed options (e.g. Freshly ground flours and masalas)

With limited time and energy to spend in the kitchen, the modern Indian cook is always looking at easier, smarter non-fussy meal solutions for daily meals. While variety in cuisines and flavours is important and eating mindfully and consciously is top of the mind for the consumer, convenience will always be of utmost priority. The Indian Food Industry is constantly working to create optimal solutions to meet the evolving needs of the consumer. In 2020, the panel expects to see the industry working

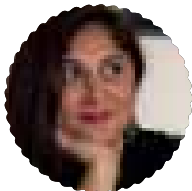
to meet the requirement across meal formats. From **healthy packaged snacking solutions** such as popped grains, savoury multigrain mixes and protein rich ‘bliss balls’ aka new age laddus to **artisanal ready-to-eat granola and millet-based breakfast options** for healthy, convenient breakfast solutions to **ready solutions for special diets like Vegan and Keto and traditional Indian ingredient based meal solutions** fortified with nutrition such as millet *khichdis*, the sector will see a lot of innovation.



Indians are big snackers. And ready to eat snacks have been gaining popularity in the market. But I think convenient meal kits – with things prepared according to a particular recipe that make it easier for people to eat food freshly cooked, but with healthy dishes, incorporating pre marinated proteins, plant based foods, hyper local vegetables like jack-fruit and healthy vegetarian proteins such as chickpeas in burgers, tikkis and cutlets will be a big part of the innovative process in 2020.



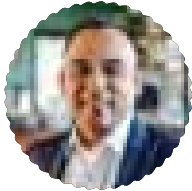
Chef Vicky Ratnani



Tara Deshpande

Artisanal foods, ready-to-eat granola, local millet-based breakfast options and healthy packaged snacking solutions will all be viable options for busy home cooks who are health conscious. Quick healthy small snacks will be popular!

Ready-to-cook curry bases and sauces are critical for such a naturally diverse country like India, where there is a tendency to cook a different type of meal everyday and experiment – but time is not always at one’s disposal. Hence, these packaged sauces assist in maintaining our authentic meals, while saving the time that goes into creating the masalas, spices and batters.



Anirudh Kheny

NEW KITCHEN TOOLS / APPLIANCES

With cooking becoming the new ‘cool,’ appearances matter more in terms of surroundings too. Kitchens today are becoming a place to express oneself. In 2019 we saw specialist gadgets come out on top with home cooks. In 2020, however the focus has shifted. Our panel predicts an interesting blend of traditional tools, futuristic gadgets and connected devices coming together in years to come! More than half of our experts are excited that the excitement around rediscovering Indian regional cuisines has spun off into rediscovery of

traditional Indian cookware made of sustainable, indigenous materials like clay, iron, brass, terracotta, stone and more for cooking in, while nearly 50% are seeing convenience driving the demand for appliances that allow hassle-free **convenience cooking gadgets**. A significant percentage also feel that **traditional tools** like the mortar-pestle will be rediscovered for processing and preparing ingredients while **waste management disposal systems** will be important as awareness around sustainability grows.



Alok Verma

Electric cookers and Instapots make cooking very simplified, particularly for people who aren't too comfortable cooking with gas or do not have the time or patience to cook multiple things at once. These are innumerable features offered by these and they lessen the cooking time and provide more ease to a home cook. They come with recipe books too and are decently priced for a long-term investment.



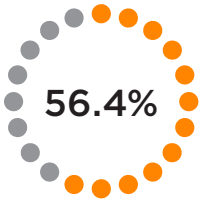
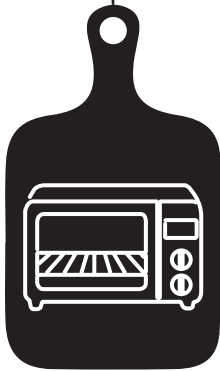
Anisha Oommen

Modern smart appliances will always have a market, but there is a return to traditional cookware and tools; a renewed appreciation and understanding of their values on nutrition and flavour.

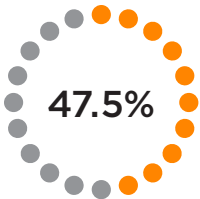


Sreya Rakshit

In my opinion, both traditional tools and smart appliances will co-exist in Indian kitchens. Traditional tools for the purity and involved experience, and connected appliances for the convenience they offer.



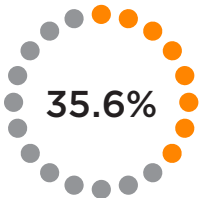
Exploration into traditional Indian cookware across cuisines (e.g. Terracotta)



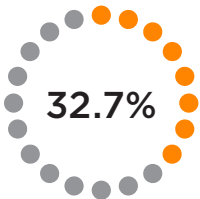
Convenience cooking gadgets (Multi-cookers, Instapot, Soupmaker)



Return to traditional tools for food processing (e.g. Silbatta)

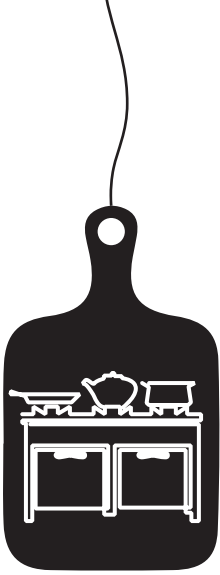


Waste management/disposal systems

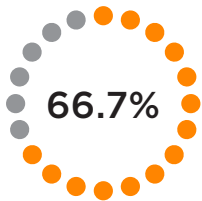


Smart appliances with mobile connectivity

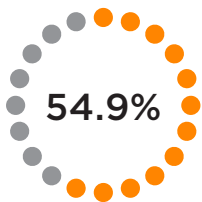




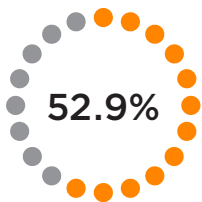
KITCHEN DESIGN



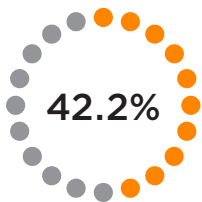
Design for optimal space utilization



Design for ease of cleanliness and better waste management



Design for efficiency and functionality



Higher versatility (multi purpose kitchen that allows cooking, baking and more)



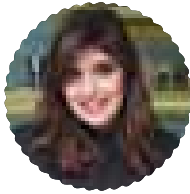
Natural spaces with raw materials as heroes (wood, stone, basalt, terracotta)

Enter the era of the Instagram-worthy kitchen, in which the kitchen is as important as the food cooked in it! The demands from the kitchen space certainly have evolved with time. The kitchen is no longer the domain of one, but belongs to the entire family. From being just a space for cooking, it has grown into a place for socialising with family and friends. Open formats so everyone is part of conversations, breakfast nooks for meals dished straight off the stove;

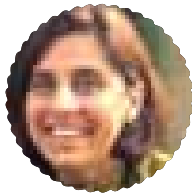
kitchen islands for segregated working spaces and walk-in pantries are on wishlists for modular kitchens today. In 2020, kitchen design will focus on **optimal space utilisation, ease of cleanliness and better waste management and efficiency and multi purpose functionality**. We will also see design touches like splash tiles, cookbook shelves and kitchen-art interspersed with ergonomic spaces to make kitchens selfie worthy!



Younger individuals starting off are looking to have stylish kitchen spaces with cool décor and fun equipment to make them unique. Unlike regular kitchens they want to create a fun environment. Mumbai specifically, is a difficult area to find large spaces, hence many will consider optimal design for 100% space utility and want their kitchen to offer everything under one roof.



Chef Rakhee Vaswani



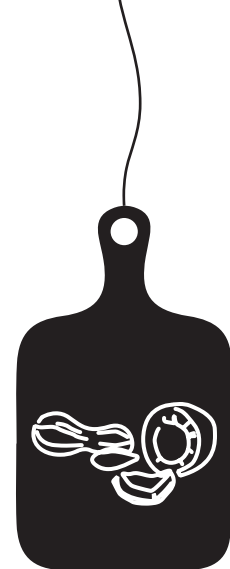
Pooja Trehan Dhamecha

Today a homecook wants to enjoy the process of cooking and make kitchen another area of a repetitive household chore. Space is always a battle for a lot of households and combating that efficiently, especially the kitchen space, is the hidden agenda for any homecook. Composting at home is slowly catching the attention of homecooks and having it as an easy and viable option, will be the next big step.

From being just about functionality to look contemporary and sleek—Kitchens are no longer just functional spaces. The coming decade will bring smart kitchens, minimalistic and clean designs. 2020 will see a range of new kitchen storage options, focused on convenience and making cooking fun. Today's multi-dimensional lifestyle will drive modular, flexible and well-structured, trendy kitchen design that incorporates movable, agile and tidy furniture. We anticipate the growing desire for clean and minimalistic will have people seeking fluid kitchens that spill into the living/ dining area, appliances that fit seamlessly, natural tones and hues for finishes and muted hardware and metallic cabinets.



Disha Bhavsar and Shivani



COOKING MEDIUMS

With the explosion in food retail, growing focus on health, greater awareness of ingredients, and adoption of varied diets (Ayurveda, Keto, Vegan), the consumption and choice of cooking medium is an important area of focus for the home cook today. More than 80% of our panel has predicted that the home kitchen will move back to traditional fats, **cold pressed unrefined oils**

like sesame, mustard, groundnut, coconut, and more. **Home-made ghee** has always been around, but as we delve into our own culinary culture, deeper than ever, expect to see **'gourmet' varieties like Gir and A2 cow's ghee** and an **emerging category of speciality oils** pressed from hempseed, pumpkin seed, sesame, and alsi oils coming to the launch.



We are going back to the 60's when fat was good. With America saying fats are good, the battle will be with saturated fats versus vegetable oils and my money is on traditional fats, cold pressed oil, ghee and butter.



Ryan Fernando



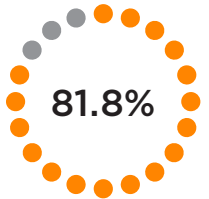
Chef Ranveer Brar

Natural fats are in focus. Unprocessed or unrefined doesn't only apply to flour and grain by products, it also applies to fats. Take refining out of the equation and you basically put character back in. And then this whole natural fat conversation starts. Cold pressed, extra virgin, unfiltered, courtesy Keto, we've realised that fats aren't that bad. And the whole shift towards butter, cholesterol and subsequently coconut oil has people rediscovering traditional regional fats, without refining them to a point where they lose the character and sensory attributes they deliver to a dish.

Hemp seed oil, gives you the goodness and taste while also providing you with a plant-based source of wholesome nutrition. I believe in the game-changing role Hemp can play in India. It originated in the Himalayas, and has always been a part of the lives of people there. A one-stop shop for a wholesome source of nutrition, it's potential to reverse the wheels of environmental degradation, Hemp will make significant contributions towards the agricultural economy.



Yash Kotak



81.8%

Cold pressed unrefined oils (Kachi ghani oils like Sesame, Mustard etc)



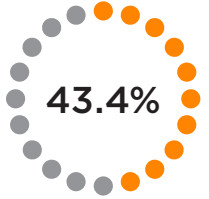
51.5%

Gourmet premium Ghee varieties (Gir, A2 cow ghee)



44.4%

Home made ghee



43.4%

Exotic new oils (e.g. Avacado, Hempseed, Pumpkin and Melon seed)



30.3%

Nut and seed butters



FOOD AND SUSTAINABILITY

The conversations around food and sustainability have been growing over the years. In 2019 they became truly mainstream. With government driven initiatives, like single-use plastic ban, the emphasis on cultivation and usage of local and traditional grains and efforts made by the F&B industry all resonating with the public in general. The growing environmental consciousness in consumers and the industry is driving slow but consistent changes across home and commercial kitchens.

In 2020, expect to see more and more chefs across the country are waking up to the importance of returning to our roots. More restaurants will champion local and seasonal produce on menus. And concepts like Zero-Waste cooking, Nose-to-Tail and Root-to-Tip eating, and usage of millets and seasonal produce will penetrate deeper – going beyond the commercial kitchen and to make an impact on the home kitchen with conversations around water wastage, organic produce, and native grains becoming more and more widespread.



FOOD AND SUSTAINABILITY IN THE INDUSTRY

From chef manifestos to special promotions, to pop-ups and zero-waste menus, food sustainability in restaurants reached its peak this year. We saw prominent voices discussing sustainable food practices. Seminars and food forums focussed on the need for the industry to play its part in ensuring zero-waste and conscious dining became the new buzz. In 2020 almost 67% of the panel expect the biggest shift will be in the way food

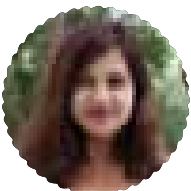
is packed and stored commercially, moving away from plastic to more sustainable, **environment-friendly solutions** made from materials like bagasse and paper. Environmental consciousness will also extend to menus with **seasonal produce** and **environmental responsibility** coming into consideration with conversations around seasonal diets, consumption of local grains and produce gaining momentum.



One of the biggest learnings from building Living Food Company is that there is an imminent need for food that's healthy and credible. More than 30% of our customers are vegan, about 20% have gluten allergy and 10% of them are top chefs in Bengaluru who care about how food is made, what ingredients go into it and how it is served to the end consumer.



Akash K Sajith



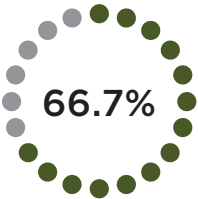
Debolina Ray

Minimising waste and being environmentally aware is critical today. The accountability lies both, with restaurants and consumers, and transparency ensures the choices and decisions are informed. Seasonal menus ensure appropriate and regulated consumption, while avoiding unnecessary imports.

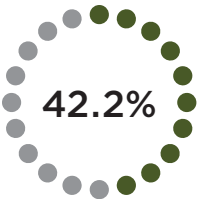
Sustainability is definitely starting to take hold but, it is still not mainstream. It's great that the government is taking an aggressive approach towards plastic and its proven effective to some extent in Bombay and Bangalore. But honestly it will take time for it to filter down, because when we talk about India, it's a large population and a lot of things are cheap because they serve the larger populace. Obviously things are changing but, it will need time.



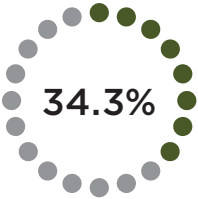
Chef Shaun Kenworthy



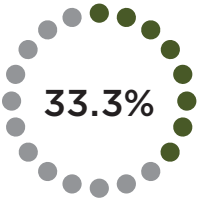
66.7%
Environmentally friendly food service and packaging solutions



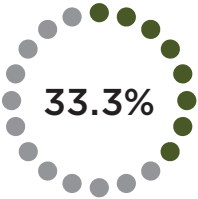
42.2%
Seasonal Menus (In season seafood, vegetables)



34.3%
Environmentally responsible menus (e.g. Nose-to-tail...



33.3%
House made/ locally sourced artisanal products (cheese, pickles, papads)

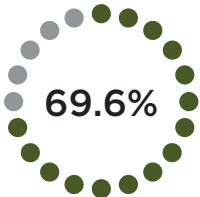


33.3%
Hyper-local sourcing (e.g. local, seasonal, foraged, wild foods etc.)

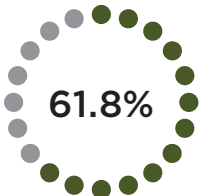




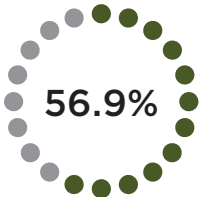
FOOD AND SUSTAINABILITY AT HOME



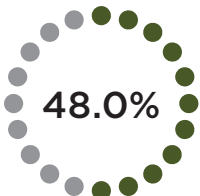
Buying from farmers markets and groups



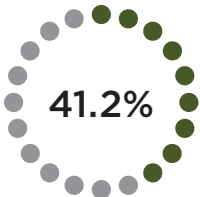
Solutions to reduce plastic waste



Local and Seasonal Ingredients Sourcing



A return to traditional storage solutions (e.g. steel, ceramic, glass) over plastic



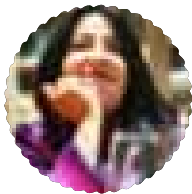
Solutions to reduce kitchen waste

The awareness around sustainability is not only confined to the F&B industry. Home cooks are becoming increasingly aware of the challenges in the culinary eco-systems. The use of organic, artisanal, and home-grown produce has been on the rise, people are adopting conscious practices in the kitchen. Adoption of healthier alternative to commercial produce by **buying from farmers markets and groups** will be top of mind when it comes to sustainability at home in

2020. The **elimination of plastic** will be as important in the home kitchen as it will be in the commercial one. The conversations around sustainability will also drive the home kitchen to lead the way with a return to traditional practices of buying and sourcing **local and seasonal ingredients**, cooking, **reducing kitchen waste** and using traditional and far more **sustainable, forms of food storage** like steel and glass in the year to come.



Today, consumers don't just want to enjoy a responsible, sustainable meals at restaurants, but also incorporate those elements at home. Gone are the days when imported exotic veggies were highlighted at super markets. Today you can find local ingredients such as kachri and ramphal sharing that spotlight. In fact the increasing discourse about local, seasonal ingredients, has even prompted the local green grocer to stock these.



Avantika Bhuyan



Karen Anand

Buying from farmers markets and groups, solutions to reduce plastic waste, a return to traditional storage solutions over plastic are all part of a general awareness that has already started and will hopefully get bigger next year. People are constantly looking for and ready to spend on good quality ingredients. Small artisanal produce has, and will be part of our daily diet so long as it is accessible.

Given the ban of plastic and other non-biodegradable products, we will go back to our roots of sourcing local produce, reducing wastage, and using steel and glass over plastic and thermocol packaging.



Aslam Gafoor

Godrej



V FOR variety
V FOR veg Range

TRY OUR DELICIOUS



9+ NEW
VARIANTS



BEVERAGES

The beverage industry has been a sector of immense growth in the last few years. Award winning brands of Indian whiskey so far only available internationally, have come to India, Indian craft gin is quite the rage, the humble feni is being brought mainstream with efforts to dispel misconceptions, while other indigenous drinks like arrack, mahua, toddy and more are coming into the mainstream. From the botanicals of craft gins to premium blended and single malt whiskies – the consumer is spoilt for choice. Craft beers are seeing more than just the ales and lagers being created. Ciders and meads are taking center stage. Culinary cocktails, single spirit bars, homegrown tonic waters are gaining ground swiftly. From cold pressed juices to sustainable mocktails, as well as single origin teas and micro-roastery coffees - the beverage industry is no longer considered an ancillary to food but a segment that is poised to give us some great experiences.

2020 is going to be about strengthening the position of many of the unique beverage categories that have evolved in the last decade.



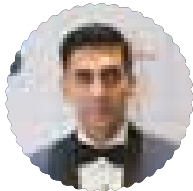
BEVERAGE DRIVEN CONCEPTS

Beverages have begun to drive some interesting concepts. A large part of India is still teetotalling but loves socialising over non alcoholic drinks. 60% of our experts are putting their money on **immersive tea and coffee concepts** mushrooming in 2020. But 55% are also betting on **single spirit inspired concept establishments** dedicated to deep exploration of gin,

rum and whiskey. Our enthusiasm for beer remains unabated and **brewery inspired concepts** will continue to flourish as our explorations of beers goes deeper and wider! All of this interest in **alcoholic beverages has resulted in an emerging trend of alcohol appreciation fan clubs and groups** coming together to explore and appreciate brews and spirits.



I co-founded, and run an online community called Craft & Co, that's about 2600 strong. It has become a prominent platform that has brought together consumers, brewers, owners, enthusiasts, and people from different walks of life to discuss craft beverages. Business owners and marketers scour the group for feedback, ideas, and more. At some point, we hope to have policy makers to help formulate policies that would benefit the sector.



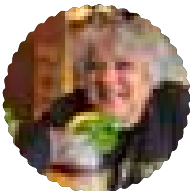
Ashish Dev Kapur

Domestic wine production has seen consolidation and will only rise with Indian wine now winning global awards. With increased travel and access of varied wine and spirits the appreciation of wine, malts and gin is on the rise. In the case of gin, the increased local variety of tonic water is an indication of the spirit explosion in the near future.

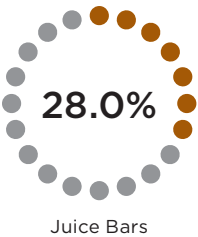
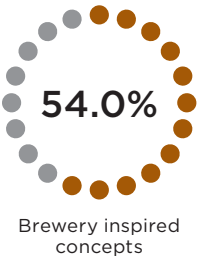
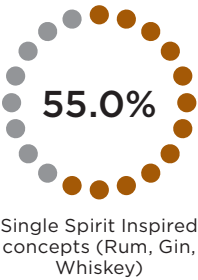
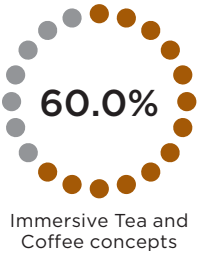
Though wine is interesting, the numbers and cost of wine bar licences don't justify opening of wine bars. Single spirit inspired concepts will definitely grow. The Made in India category is definitely getting extremely interesting and it's about quality, not just volumes. Passionate people are getting involved in the process and that's what is most exciting! Indian single malt market will continue to grow with better quality blended whiskies being created. We already have three very good gins being made but expect more. Our Indian grown agave spirit too has grown and I'm hoping to see a couple of artisanal Indian rums too next year.



Akash Hirebet

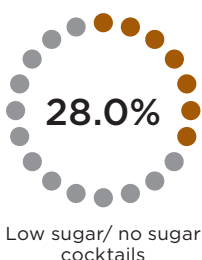
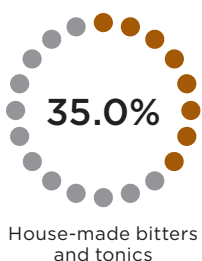
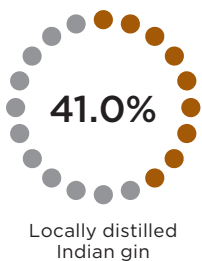
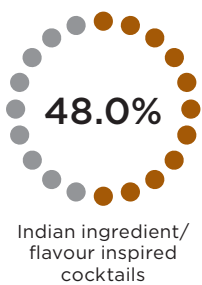
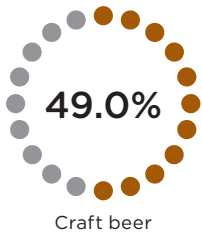


Shatbhi Basu





ALCOHOLIC BEVERAGES



Despite tough licensing and taxation laws the alcohol industry is doing fairly well. In keeping with the flavour of a majority of the trends this year, in the beverage sector too, Indian alcohol brands are ruling the roost! **Craft Beer and Indian ingredient/**

flavour inspired cocktails will keep consumer spirits high in the year to come. But **locally distilled gin** definitely has the Indian consumer fascinated! This is a sector on the cusp of an explosion in 2020!



Bangalore has seen a drastic increase in the consumption patterns of craft beers over the last five years. Inception of micro-breweries are giving birth to craft recipes. There is now the power of creating any style of beer in the hands of master brewers. While it's fresh, it is more experimental for the audience today.



Pravesh Pandey



Nikhil Merchant

Giving rise to more personalised experiences in the bar section - with speakeasies being almost non-existent as of 5 years ago, 2020 will see the rise of well curated bars and cocktails with serious bartenders changing the way we drink and making it a relatable experience rather than just one drunken revelry of a night.

The NextGen Indian drinkers will continue to seek high quality, immersive experiences. They are also highly aspiring and keen to learn and share. Malt Whisky will continue to be the king of alcoholic beverages and sit right on top of the pyramid, from chats amongst friends to boardrooms, Single Malt conversations will lead the pack.

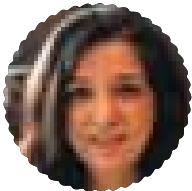


Keshav Prakash

NON ALCOHOLIC BEVERAGES

It's a good time for the teetotaler in India! The range of non-alcoholic drinks on offer is at its best right now. Most cocktails come in a virgin avatar. Tonic waters on ice as well as inspired drinks are quite in demand. Spices from the Kandhari chilli to turmeric, and more have found

their way into beverages adding interesting dimensions. **Fermented drinks like Kombucha, Tepache and Keffir** will be on the beverage menu. **Indian origin coffee** will be favoured and **probiotic rich drinks** will be popular for the millennial in 2020.



Salloni Malkani

Gut health has gotten the awareness it was due in 2019, Gut friendly fermented and probiotic rich drinks will be popular. .



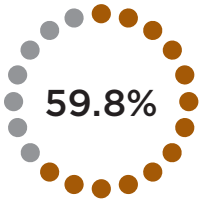
Ketan SS Gohel

Fermented drinks like Kombucha, Tepache, Water-based Kefir, Probiotic rich drinks are readily available. I see zero alcohol beverages already creating a storm. They will become a huge trend in 2020.

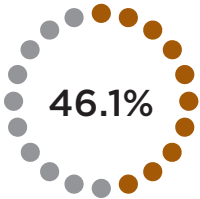


Chef Ashish Bhasin

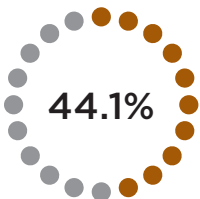
Indian origin coffee, is going to be popular, more and more Indian coffee companies are coming and offering great stuff at good prices. I also see diners switching from tea to coffee and that too different variants.



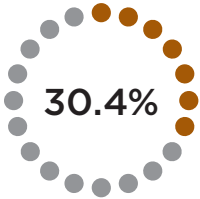
Fermented drinks like Kombucha, Tepache, Water based Kefir



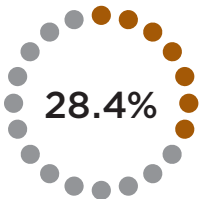
Indian origin coffee



Probiotic rich drinks (e.g. Yogurt-based drinks, Kefir, Jowar/ Nachni ambil...



Premium teas and tea blends



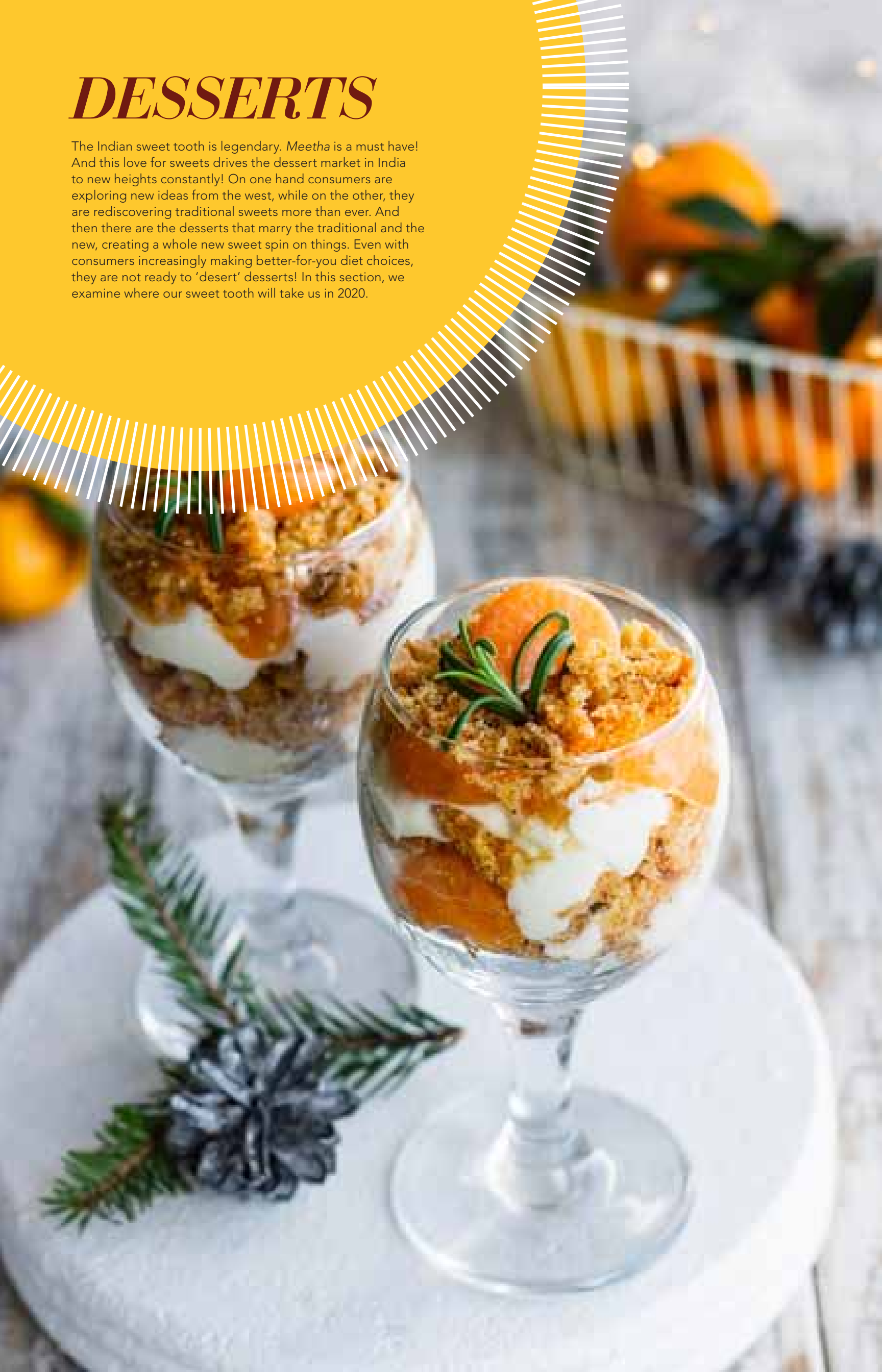
Vegetable & fruit juice blends (e.g. Basil-cucumber shots, Beetroot-Pomegranate...

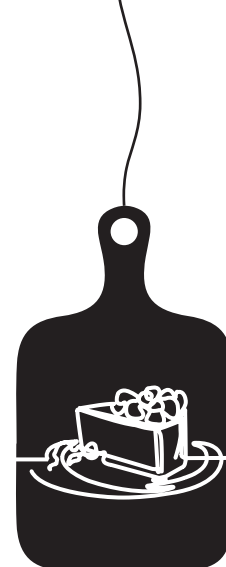


Godrej Qube
Food and Beverage Cooler with Solid State Electronic Cooling

DESSERTS

The Indian sweet tooth is legendary. *Meetha* is a must have! And this love for sweets drives the dessert market in India to new heights constantly! On one hand consumers are exploring new ideas from the west, while on the other, they are rediscovering traditional sweets more than ever. And then there are the desserts that marry the traditional and the new, creating a whole new sweet spin on things. Even with consumers increasingly making better-for-you diet choices, they are not ready to 'desert' desserts! In this section, we examine where our sweet tooth will take us in 2020.





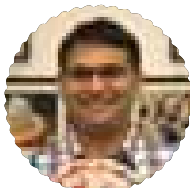
DESSERTS

From being relegated to the last page of the restaurant menu to being the pivot of food fests and promotions, desserts in the Indian restaurant industry have come a long way. An exposure to pre-plated western desserts from around the world on food shows and social media means dessert chefs are kept on their toes! On one hand, consumers are exploring new ideas from the West, while on the other, they are rediscovering traditional sweets more than ever before. And then there are desserts that marry the

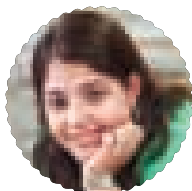
traditional with the modern. Desserts with alternate grains, without sugar and gluten, keto cakes, desserts in jar, the innovation goes on. 60% of our panel predicts desserts with **healthier claims** will be most in demand. Happily, locally sourced **artisanal bean to bar chocolate** will be popular as chocolate comes into its own in India as an indulgence for adults, not just kiddy treats. Early signs also show that **regional mithais** and Indian *mithai*-inspired desserts will start to be explored.



Following the trend of speciality coffee, the growth of bean-to-bar chocolate in India has been propelled by the availability of and access to raw materials, small scale equipment and certification courses. India has made significant progress in this space and is firmly placed among the leaders in the new world of chocolate makers. Innovative flavours and overall product offerings have put the spotlight on Indian bean to bar makers.



L Nitin Chordia



Chef Sanjana Patel

People are increasingly demanding foods originating from natural sources. Bean to bar chocolate makers not only play an integral role in providing farmers with a sustainable wage but also give the end customer a product that is ethically traded and full of flavour and an experience that is niche and uncompromising.

2020 is definitely the year where desserts will get healthier. While indulgent desserts remain a part of celebratory events, healthier desserts are becoming a part of a person's daily life. Based on customer needs and demands we're making a variety of healthy desserts under our Le15 Lite brand that include superfoods as ingredients, keto desserts, desserts with natural sugars and desserts with gluten free flours like millet, quinoa and oats.



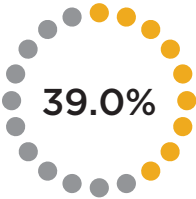
Pooja Dhingra



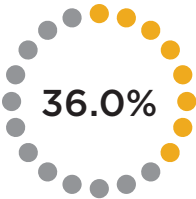
Healthier claims (e.g. No added sugar, Naturally sweetened, Fruit puree-based etc.)



Locally sourced artisanal & bean-to-bar chocolates



Special diet-based desserts (e.g. Keto Chocolate, Vegan Bliss balls, Protien...



Deeper exploration/ rediscovery of traditional Indian desserts and mithais



Indian mithai/ ingredient/ flavour inspired desserts (Jackfruit, Gulab Jamun...

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 but have grown into vibrant conversations in their own right. In this section, our report looks at emerging food conversations in 2020 around Food Media and Food Travel - both areas of rapid evolution that are driving change in how we consume food when dining out and eating in.



FOOD MEDIA (TOP FOOD MEDIA CHANNELS)

Food media is one of the most rapidly evolving areas of the food industry. While print is still popular when it comes to food content consumption and recipe books continue to evolve and proliferate on shelves, it is digital media that is increasingly driving the way we cook and eat. More than 75 % of our panel predict that **social media** will be the most favoured form of food media consumption in 2020,. More than half feel **digital food websites** will be popular channels for food content consumption. 49% feel food videos will be a favoured

medium as well. No wonder then that production houses are investing heavily on a variety of food shows for digital consumption over TV. Viewers of every leaning will find something they like. And where all else fails, **digital assistants** will make it easy to navigate content. Interestingly, the excitement around video is creating a glut. The onslaught of visual content is driving an interest in **food podcasts!** Easy to access from anywhere, they are rapidly becoming a favoured means of food content consumption.

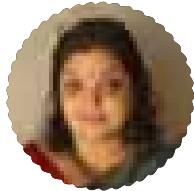


Books on food are a true connoisseur’s delight, so those will continue to prosper as long as they go beyond being just ‘recipe books’. That said, social media offers a variety of options, discussion groups, videos, short films and more that fit easily into a busy person’s life and offer inspiration..



Kirthi Shetty

Today people have access to more information, they don’t want to live off the surface, they want to go deeper. Digital Food series/ Food TV are exploring food beyond the kitchen which will showcase a different world and varied new cuisines to viewers.

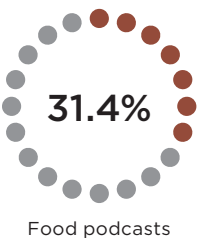
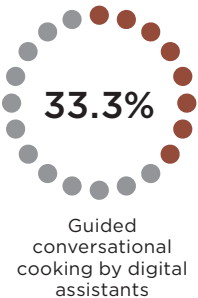
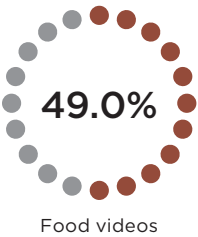
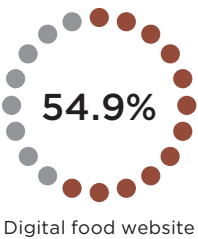
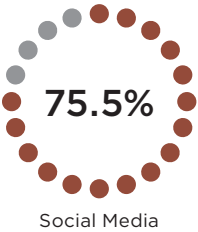
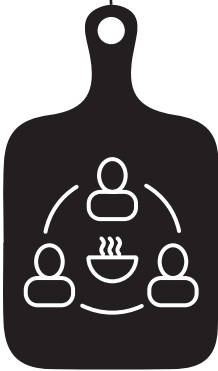


Sae Koranne-Khandekar

The world is experiencing screen fatigue and there’s the consumer desire to be entertained/educated without looking at a screen. Today podcasts are starting conversations on food, travel, LGBTQ issues, and creating micro-networks across multiple communities. We have been following an audio-first approach to content for over 3 plus years. While content consumption and penetration was slow initially, the engagement has always been high and promising. Listeners ‘commit’ to a podcast - they finish multiple episodes and return for newer seasons.

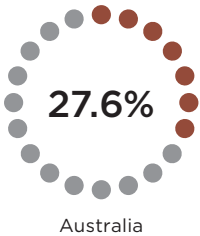
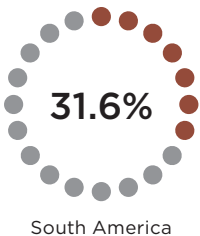
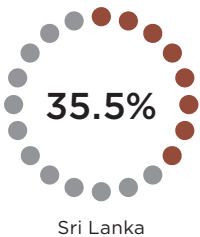
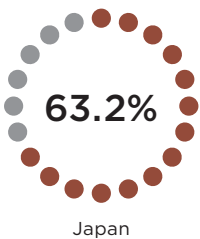
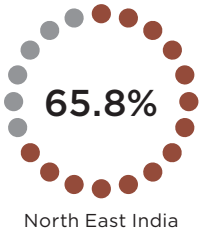


Ruchi Shrivastava





FOOD TRAVEL (UPCOMING CULINARY DESTINATIONS)



Food has become an integral part of leisure and bleisure travel. Itineraries are often built around eating spots and long lists are drawn of must-have foods to be ticked off. Culinary holidaying is a niche that is booming, with food walks, cooking sessions, homestay experiences and more being curated around food. Across the country, the potential of food

tourism is being recognised and being cashed in on. Hyper local cuisines are being sought out by travellers and food professionals alike, whether it is the Konkani Muslim food, colonial influenced food, Kashmiri Christian food and the wonders of the North East. Culinary destinations are popping up constantly in travel plans and 2020 will have a lot on offer.



What delicacy is the poster food of Madhya Pradesh? Most wouldn't know. But Bhopal and Indore have some amazing street food and old cult establishments. Sarafa Bazar in Indore will be frequented more than ever in days to come. The same will hold good for North East also with its serene beauty and exotic food that is local produce heavy and with rustic natural cooking. 2020 will see a lot more travel for food exploration.



Anindya Sundar Basu



Roxanne Bamboat

Travel is a huge inspiration or factor in making culinary choices. Australia, Japan, South America are what I see people gravitating to more than anything else because they're so focussed on trying to re-create that magic they saw on TV, read in a book or experienced on a holiday. Australia is an excellent example of a country that manages to do exceptionally well in all global cuisine with it's own local produce. No country has managed to showcase the variety and exquisiteness of Australian produce, it's a country where even a hotel breakfast feels like a fabulous meal! Japanese cuisine has delicate flavours and amazing ingredients that we aren't familiar with. South America is a continent with a vast culinary landscape with lots to explore.

Experimentation with the cuisines that we've experienced on our travels, recreating them at home as a way to re-live a much-valued travel experience, and share it with friends and family is definitely an activity food lovers are increasingly engaging in. Japanese cuisine become more available across India, the need to explore the origins of the cuisine is felt, and culinary explorers know that so much more of it is available in variety in the parent country. Sri Lankan food on the other hand sells itself on being familiar but different – very important for beginner culinary explorers.



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Top 10 bets

Local

Regional

Sustainable

Back-to-roots

Healthy

Clean

Traditional

Vegan

Indigenous

Seasonal



Trends we never want to see again

~~Molecular-gastronomy~~

~~Fusion~~

~~Activated-charcoal~~

~~Liquid-nitrogen~~

~~Pretentious-presentation~~

~~Artificially coloured food~~

~~Modern Indian~~

~~Foam~~

~~Freak-shakes~~

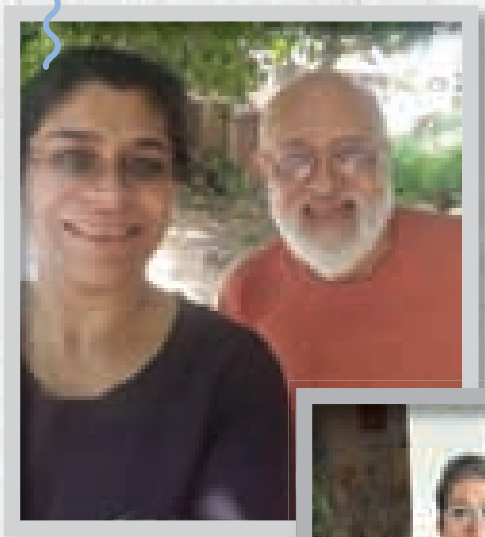
~~Gimmick-y Food~~

MAKING OF THE GODREJ FOOD TRENDS REPORT 2020

For The Godrej Food Trends Report 2020 we felt it was time to widen and deepen our research. So this year we kick-started work with traveling across the country from the North (Delhi), South (Chennai and Bengaluru), East (Kolkata) to West (Mumbai) to evaluate regional trends from an on-ground perspective. A first round of data was collected from these explorations, through round-table discussions and personal interviews with regional industry experts and their collective insights were distilled into the annual survey. Here are a few highlights from our travels. Thank you to everyone that helped make this possible.

North

Team GFTR met with some of the most noted food writers and journalists in Delhi in one-on-one interviews. i, Chef Kunal Kapur were generous with insights on the most happening places in Delhi.





South

In Bengaluru, Team GFTR convened a round table with noted voices from the local food industry. This was hosted at the erstwhile and iconic Toast and Tonic which made an ideal venue because it epitomised the trends that come to the fore in 2019. Chef Manu Chandra has been a forerunner in putting indigenous ingredients on mainstream menus and the meal reflected some of this early thinking. A special thank you to L Nitin Chordia for flying down from Chennai for the occasion.

West

In Mumbai, Mustard restaurant hosted the first travel themed round table for GFTR 2020. A robust round of conversations were followed up with a wonderful lunch of French dishes curated by Punam Singh of Mustard.



East

Just before Pujo Team GFTR visited Kolkata, where Raajkutir at Swabhumi was kind enough to host the GFTR 2020 Round Table. Their team kept us fueled with tea, coffee and nibbles throughout the day of riveting conversation. Chef Bikram Das also pulled out all the stops with a Pujo special lunch at The East India Room, reflecting the conversations that highlighted a return to the roots in 2020 trends. Thank you to Kashmiri Nath who flew down from Assam especially for this occasion.



Thank you to everyone that helped make this possible:

North: Dr, Pushpesh Pant, Marryam H Reshii, Chef Kunal Kapur, Sourish Bhattacharyya

South: Chef Manu Chadra, Team Toast and Tonic, Radhika Misra and Aslam Gafoor and Ruth Dsouza Prabhu and Ameeta Agnihotri, Sribala, Chef Regi Matthew and Chef Harish Rao in Chennai.

East: Subrata Debnath, Chef Bikram Roy and team Raajkutir at Swaabhumi, Chef Shaun Kenworthy, Anindya Sundar Basu, Madhushree Basu Roy, Priyadarshini Chatterjee, and Kashmiri Nath.

West: Roxanne Bamboat, Suprio Bose, Primrose Monteiro D'souza, Heena Munshaw, Shilpa Sharma, Punam Singh and team Mustard. Tara Deshpande, Zeba Kohli, Roshni Bajaj Sanghvi, Shatbhi Basu, Hrishikesh Kannan, Chef Varun Inamdar, Kalyan Karmarkar, and Chef Rakhee Vaswani and Kunal Vijayakar

Editorial: Anubhuti Krishna, Ruth Dsouza Prabhu, Shivani Unakar
Shilpa Mitha of Sueno Souvenir

Our panel of experts

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Founder - Masque Restaurant
| Sage and Saffron

Chef Ajay Chopra

Director - Zion Hospitality and
Restaurant Consulting

Akash Hirebet

Craft Beer Consultant
and Writer, Cloud Kitchen
Operator, F&B events

Akash K Sajith

Founder and CEO, Living Food
Company (www.livingfood.co)

Akriti Agarwal

CEO, BLiquid Trading Pvt. Ltd.
| Thirsty Beers | Thirsty City 127
| REMO's

Alice Helme

Director - Caara

Alok Verma

Food Stylist and Photographer

Ameeta Agnihotri

Food Critic, Columnist, Travel
and Food Writer

Chef Amit Pamnani

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

Chef Anahita Dhondy

Chef-Partner -
SodaBottleOpenerWala |
Chef-Advocate - SDG2 Chef
Manifesto

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Co-founder - AuthenticCook and
AuthenticCook Delivery

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Food Writer and Photographer

Anirudh Kheny

Partner - 1Q1 Kitchen & Bar |
Plate Project Hospitality

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Publication on Food and
Culture

Antoine Lewis

Food Journalist

Anubhuti Krishna

Food Writer and Chronicler

Anurag Katriar

CEO - DeGustibus Hospitality |
President - NRAI

Anushruti

Food Writer, Blogger, Sattvic
and Ayurvedic Food and
Nutrition Expert

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Executive Chef - Leela

Ashish Dev Kapur

Founder - WhiskeySamba | The
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& Beachclub | The Kimono club

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Food & Lifestyle Writer and
Content Strategy Expert

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Dining - Dineout

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Cuisine Facebook group

Avantika Bhuyan

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Executive Sous Chef - Andaz
Delhi

Chef Parvinder Bali

Corporate Chef L&D - Oberoi
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Curator

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Food Blogger - She Knows
Grub

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Mafia Chef & LoCal Foods

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Co-Founder - Bengaluru Oota
Company

Gayatri Iyer

Owner - The Madras Hotel

Gouri Gupta

Founder - Gouri's Goodies

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Chef-Consultant, Food stylist,
Recipe developer

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Owner - Beacon Holidays, India

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Co-Founder and Partner - The
Hot Pink Cake Studio by Ipshita

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Chef-Consultant and Sindhi
Cuisine Specialist

Kainaz Contractor

Chef-Owner - Rustom's Parsi
Bhonu, Delhi

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Food Writer and Brand
Consultant

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Food and Travel Writer,
Founder - Markets by Karen
Anand

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KA Hospitality

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Home Chef, Promoter of
Assamese Cuisine

Keshav Prakash

Founder - The Vault, House of
Craft Spirits

Ketan SS Gohel

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Eatery & Pub Brewery

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Kumar Kempaiah

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Specialist for Premium Food
Products

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Celebrity Chef

Kunal Vijayakar

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Personality

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Certified Chocolate Taster

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Brandit Communications,
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Nicole Mody
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Roxanne Bamboat
Food and Travel writer

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Ruth Dsouza
Independent Journalist and
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Owner - STIR Academy
Creative Consultants

Chef Shaun Kenworthy
Restaurateur, Food Consultant,
Menu curator, Food and Travel
writer

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- Breakaway, Experiential Travel
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Shital Kakad
Home Chef and Owner -
Shital's Food Cottage

Shivani Ajmera
Principal Designer and Co-
Founder - Quirk Studio

Shivani Unakar
Food Writer

Shubhra Chatterji
Food Researcher & Writer,
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Subrata Debnath
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Suprio Bose
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Chef Varun Inamdar
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Chef Vikas Khanna
Celebrity Chef

Chef Vikas Seth
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Zamir Khan
Hospitality Brand Strategist &
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