



## **Nouvelle Menus Biggest Trend for Millennials in Indian Food Service Industry**

**Mumbai, 2<sup>nd</sup> February 2017:** Boosting food consumption, capturing ‘adventurism’ in Indian palates and fusion gastronomy are among the most key trends and opportunities in the Indian HoReCa spaces, leading business experts said at the final day of India Food Forum 2017, being held at Bandra Kurla Complex, Mumbai.

Speaking in a panel discussion, **SK Maratha, President, Food Service India**, said, "Despite being the fastest growing emerging economy, India spends the least on food. Indians spend just \$110 per capita per annum on food as against US and China who spend \$1800 and \$750 per capita per annum. With rapid growth and urbanisation, food industry in India will undergo paradigm shift over next five years." Continuing further and highlighting on the shift he mentioned, "With consumers getting more and more experimental, food industry has a lot to offer. The players in the industry can tap the consumers on various levels such as via chefs, nutritionists and more." International cuisines have now become very Indian. "Chinese food is the biggest example. Indians have adopted Chinese cuisines with 'Desi' touch," Maratha said.

**Altamash Patel, Sous Chef, Taj Hotels Resorts and Palaces** said, "Rapid changes in consumer behavior mean that today's young consumers are spending more on all elements on lifestyle – including food. They are also far more experimental and curious than any previous generation of Indian consumers."

Despite everyone having a motto of healthy eating, today on an average, a typical Indian consumes 300 out-of-home meals in a year. It opens a large opportunity for industry players to focus on meal options that not only spoil consumers for choices, but also incorporate the ‘healthy’ leanings. **Kajal Bhatia, Founder Nutritionist, Owner, Kajal Bhatia Health** said, "Healthy food options are long-term opportunity for food businesses. However, sustaining it profitably is the key area to focus on."

Nouvelle menus – new-age cuisines that blend cultures, ingredients and trends - are a very important innovation for foodservice formats to focus on and to constantly stay ahead of the curve in terms of modern consumers' expectations. Offering value for money propositions will build volumes in the business, experts said.

Speaking on developing compelling attractions on food products, **Shashikant Shetty, Ex President, AHAR Association**, said, "One can explore multiple alternatives to attract maximum consumers by addressing their needs. Operating a restaurant is a high capex, and difficult business. Loyalty programmes and tie ups with digital media platforms can help in drawing in more consumers."

The digitization explosion has moved consumers from traditional channels to digital platforms, especially as a medium to discover and investigate foodservice options, comparisons and deals.



Young consumers typically prefer to understand the brands and offerings by reading online reviews; however they eventually form a decision based on their experiences. “With the degree of food knowledge and exposure to various types of food items, today’s young generation is highly aware, demanding and how retailers respond to them will decide the future of this industry,” Patel said.

### **About India Food Forum**

The India Food Forum was formed in the year 2008 under the chairmanship of the then Food Processing Minister with India's leading manufacturers, marketers and retailers of food, grocery and FMCG products joining in to take up a series of support initiatives for the Indian food retail business. The forum's sole purpose has been to connect all key stakeholders of food & grocery retail and HoReCa businesses with their respective potential partners to collaborate for profitable growth, collectively work towards new category development, boost consumption, share global best practices, benchmark new standards, and serve customers efficiently. Comprising a 360-degree format of conference, exhibition, networking and industry awards, India Food Forum is unarguably India's most exciting and forward looking knowledge sharing venue for food, grocery and FMCG brands, distributors, marketers, grocery retailers and foodservice companies.

### **About Images Group:**

Recognized by the international retail community through its B2B Magazines, business conferences, exhibitions, research publications, and digital media, the IMAGES GROUP is India's largest retail intelligence organization that is trusted as the catalyst for profitable growth of modern retail through knowledge platform leadership. A strong portfolio of business publications has served since 1992 to inform, advise and inspire leaders and decision makers of the retail industry.

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