



Evolution of Commercial Kitchen & Its Equipment

mise en place



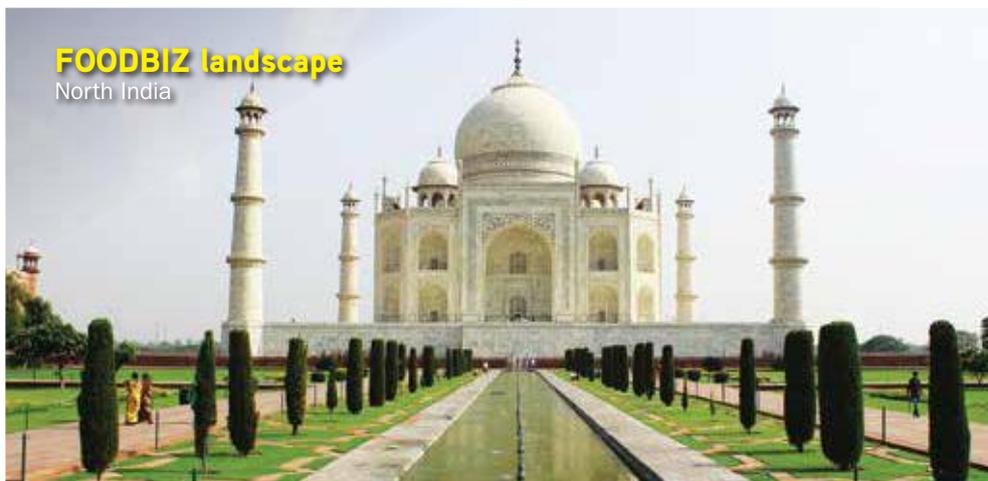
TECNOINOX:
GROWTH COMES
from SMALL BEGINNINGS



REVAMPING TRADITIONAL COFFEE SHOPS

BUSINESS SENSE

ITALIAN SUMMER RIGHT HERE IN ASIA



FOODBIZ landscape
North India

the
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of **THINGS**
(IoT)

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**EDITOR'S
note**

REFLECTIONS AND ACTIONS!

The past few months passed by in a blur for the team!

In this technology issue, we are echoing every article out there - we cannot deny technology's role in everything we do. In the past, we were the ones who determined when the time was right to adopt a new technology in our operations; now, technology determines the time for change. Adoption of technology can only be fully maximised when users understand what they can achieve.

At the recently concluded Equip&Dine Asia 2019, the team pulled off an event to convey just that. With our partner brands and two consultants, LEVELS Studio and Citrus Consult, we brought 2 concepts "live" at the show where visitors got to be part of a live kitchen and service line. Visitors were able to envision technology in an actual setting and understand the use of equipment in the operations.

This is truly in line with what we believe for Mise En Place. We started Mise En Place Asia magazine in 2012 where we had content ideas that were a little different from other hospitality publications. We didn't have pictures of beautifully crafted food and its recipes, nor did we venture into restaurant reviews or hotel openings. We are proud to say that we have stayed the course and kept the focus on what we believe is important - sustainability of a food and beverage business.

Sustainability can only be supported with actions to reduce our impact on a situation or environment or adopt changes in our routine to suit the needs and demands of our surroundings.

Hence, we would like to take this opportunity to share with all of you some of the changes and initiatives that we are adopting:

- Reducing our carbon footprint - we will be removing some content from our pages and also our divider pages. Printing of documents have been significantly reduced in our operations. But of course, hard copies of Mise En Place will still be available.
- You can follow Toby or our team members on YouTube as we strive to learn and share more with you on-screen. We are not a talk show host, but we will do our best.
- We are revamping all our digital platforms - from our websites to our HMEP app in the coming months. Reach out to us on our various platforms, platforms designed for you.
- Time for a show and tell - we are opening a new channel of communication, and we want you to experience live concepts.

Our changes are also driven by how technology has changed the way we communicate, and we are excited to move on to the next challenge.

As we continue to evolve to remain relevant, we hope that for you and your business, technology becomes a friend and continuity is forever present.





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FOOD & HOTEL INDONESIA 2019



FOOD & HOTEL INDONESIA 2019 WRAPS UP, ENTICING INDUSTRY ENTHUSIASTS TO THE EVENT

Food & Hotel Indonesia (FHI) 2019, the largest food and hotel exhibition organised by Pamerindo Indonesia, just wrapped up its 15th edition on July 27, 2019. It hosted more than 31,000 trade attendees, and provided an unprecedented access to over 1,000 of the world's top culinary and hospitality manufacturers from 41 countries. During the expo, all attendees had the chance to learn from the best players in the industry, while networking with the world's best chefs and baristas at the first-ever region-wide championships.

For the first time, FHI 2019 hosted the Southeast Asia's largest barista championship, Javaroma ASEAN Barista Team Championship. Around 64 baristas of 16 teams from Indonesia, Malaysia, Singapore, Vietnam, Thailand, Philippines, and Laos participated at the championship. The SG Expendable team from Singapore was chosen as the first winner, followed by The Hungry Bird Roastery from Indonesia as the runner-up. The prizes were awarded by Deputy Secretary General, The ASEAN Secretariat, Dr. AKP Mochtan.

FHI also hosted the world's class culinary championship, The 12th Salon Culinare, participated by 859 participants in 26 classes. All participants came from South Korea, Malaysia, Brunei, Taiwan, and over 10 cities in Indonesia, such as Jakarta, Bandung, Yogyakarta, Palembang, Batam, Bali, Surabaya, Solo, Medan, and Bogor. The total medal tally for the championship was: 28 gold, 100 silver, 232 bronze, and 313 Diploma medal awards.



"This expo has enticed thousands of leading culinary experts to experiment with top-notch cooking techniques, supported by sophisticated appliances. This was an inherent need for business to expand and hone their skills, through hundreds of new opportunities that we've performed at the Business Matching Program," said Astied Julias, Event Director of FHI 2019.

With a commitment to contribute towards Indonesia's creative economy growth and strengthening the country's position in the market region, the expo held a customized business-matching program. The first-ever in the FHI's history, it allowed buyers and exhibitors to directly connect and discuss any collaboration opportunities, concluded with over 160 business meetings at the expo. It also provided Coffee Village, a platform for business owners and start-ups to expand their market and potential, thus all attendees were offered the chance to opt for the platform and activities of their objectives and interests.



"Propelling the new markets with innovation, we should be aware that it is important to uphold strict mandatory regulation, for instance through halal food standards. When you set a standard for your business operations, you are not only able to sustain the growth, but also unveil a new identity to be the global trendsetter in the sector," said Supandi, Chairman of Masyarakat Standardisasi MASTAN), during a seminar session.

"Furthermore, we need to set a powerful brand message to reinforce the business identity. Buying decision is now mostly decided by the logo and label package, as most consumers only have limited time to really explore the product review, as stated during the seminar session about Packaging and Branding in Industry 4.0 by Indonesian Packaging Federation" Supandi added.

Following the success, FHI 2019 will consistently innovate with the excellent culinary and hospitality technologies as well as the best industry values, through the most anticipated FHI's event series. The next edition will be held from 28th to 31st July 2021. 🌱

For more information, visit: www.foodhotelindonesia.com

NEWS!! market, event & EQUIPMENT launch

news!! market, event &
equipment launch



04

FOOD & HOTEL
INDONESIA 2019



06

SFFA & RPB
ASIA 2019



09

Equip&Dine Asia &
SEAsia Café Expo



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FCSI & ELECTROLUX
PROFESSIONAL



SFFA & RPB Asia 2019



SPECIALITY & FINE FOOD ASIA AND RESTAURANT, PUB & BAR ASIA CONCLUDE LARGEST-EVER SHOWS

Speciality & Fine Food Asia (SFFA) and Restaurant, Pub & Bar Asia (RPB Asia) capped off a third successful year, breaking both visitor and exhibitor records from previous shows. The 2019 edition drew in close to 4,200 trade visitors from the foodservice, retail and hospitality industries across Southeast Asia, with 196 local and international exhibiting companies from 27 countries and 15 national pavilions taking part over the three-day period. The trade-only shows also featured an expanded programme line-up that catered to a growing segment of the industry with the brand-new SG Food Tech Stage which focused on innovations and technology that impact the future of food. This was complemented by an outstanding line-up of insightful panel discussions, engaging cooking demos, exciting bartending displays and beverage masterclasses by various industry experts, across Fine Food Live, Centre Stage and the 31st National Cocktail Competition.

2019 SHOW HIGHLIGHTS

Inaugural SG Food Tech Week - SFFA and RPB Asia launched the first ever SG Food Tech Week, to deep dive into the world of food tech from blockchain to big data, the rise of plant-based and clean meat and its implications on

the F&B industry along with highlighting pressing topics in the wider business landscape. Developed in consultation with Edelman Predictive Intelligence Centre, SG Food Tech Week saw top minds in food and beverage technologies and consultancies.

PITCH! - The popular investor pitching series, PITCH! returned to SFFA and RPB Asia this year on the SG Food Tech Week stage, providing a practical springboard for companies with exciting, innovative ideas to pitch their concepts and products to a panel of industry judges for real-time feedback. Split into two tracks - 'Technology Innovations and Solutions' and 'Sustainable Solutions', both catering to the hospitality and foodservice industries - the sessions drew packed audiences across the three days.

Asia Food Innovation Awards by FoodBev Media - The second Asian edition of the globally-recognised Food Innovation Awards also took place at SFFA. Designed to celebrate excellence across every category of the global food industry, the Awards offer brands an exciting way to showcase their achievements in product and design.

Chef Demos and Hot Topic Panel Discussions at Fine Food Live - Fine Food Live was a bevy of activities for chef demos and panel discussions centered on themes of heritage and sustainability. The first day saw Singapore's traditional food and hawker heritage take center stage with a panel session featuring prominent artisanal producers and local food champions discussing the everyday challenges and highlighting their hopes for hawker culture in Singapore.

For the first time, SFFA also collaborated with World Gourmet Summit (WGS) - the region's premier haute cuisine festival - to curate two days of interactive programming on the second and third days. Reputable chefs presented the sessions from popular local establishments.



31st National Cocktail Competition - RPB Asia also hosted one of the region's most prestigious bartending competitions - the 31st National Cocktail Competition (NCC) by the Association of Bartenders & Sommeliers Singapore (ABSS) for the first time in the show's history - underscoring RPB Asia's position as Southeast Asia's only trade show dedicated to the restaurant, pub and bar community. Visitors were treated to scintillating action and the highest level of craftsmanship at the competition.

Insights and a new SG Signature Cocktail at Centre Stage - On the final day, the top four bartenders in the NCC Classic Category were paired with four renowned bartenders in Singapore for the SG Signature Cocktail Competition and tasked to create a brand-new iconic drink for Singapore, in celebration of the nation's bicentennial. Each pair had to develop a cocktail inspired by, has elements of, or can be paired with one of the nation's signature dishes - Chicken Rice.

Show Partner, The Bar Awards, also curated an exciting line-up of masterclasses and talks across topics ranging from specialty spirits to sake, beer and wine at Centre Stage.

Retail Industry Report by KPMG - To provide a tangible resource to reference after the show, SFFA and RPB Asia have collaborated with KPMG for the first time to develop a Retail Industry Report, available to all registered visitors. The Retail Industry Report is packed full of information and insights into consumer purchase trends, the future of F&B retail and how trade attendees can best transform and future-proof their business.

HIGHLIGHTS FROM EXHIBITORS AND VISITORS

This year's enhanced programming and offerings impressed both exhibitors and visitors alike.

YT Law, CEO of NLYTech Biotech Sdn Bhd who exhibited at the shows this year, said, *"This is the best show so far that we've joined in Singapore. We found the response very positive and are looking forward to coming back next year!"* Millette Manalo-Burgos, Editorial Strategist at Tasty Asia, added, *"I think this year's shows are better and bigger with a mix of exhibitors in terms of food tech, ingredients and fine food, and I saw a good representation of countries from Europe, Middle East and Southeast Asia."*

Christian Cadeo, Managing Partner, Asia of Big Idea Ventures expressed similar sentiments about the shows, citing it as *"Probably one of the best shows in Asia, in terms of meeting people within the food industry as well as the new food tech industry."*

Speciality & Fine Food Asia and Restaurant, Pub & Bar Asia will be back even bigger next year from 29 September - 1 October 2020, while the UK edition will take place from 1 - 3 September 2019 at Olympia, London later this year.

For future updates, visit the official show websites - **Speciality-Asia.com** and **RPB-Asia.com**. 

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Equip&Dine Asia & SEAsia Café Expo



Image via Reed Exhibitions.

Equip&Dine Asia and **SEAsia Café Expo** were two inaugural trade events held at Marina Bay Sands Singapore from August 28th to 30th, 2019. Organised by REED Exhibitions in media partnership with Mise En Place, Equip&Dine Asia focused on injecting creativity into Asia's hospitality and foodservice industry, while SEAsia Café Expo explored the experiential needs of today's café goers and consumers. During these events, visitors were able to experience 2 timely conferences and 4 interactive hospitality and culinary competitions, a contemporary central kitchen set-up for multiple F&B operations, and a state-of-the-art experiential studio for bespoke dining experiences.

CONFERENCES

Kicking off the event was The Business of Innovation conference, whereby F&B owners and investors shed insights on navigating industry challenges and technological innovations through real-world practices. The Dangerous Liaisons: Foodservice Now conference continued the following day, featuring a fresh lineup of veterans and rising stars from the culinary world who shared their experiences on staying ahead of the curve in foodservice strategies and operations. Present at these sessions were prominent industry names, such as Chef Janice Wong, Impossible Foods' Henry Woodward-Fisher, KOI's Chef Reynold Poernomo and more.

COMPETITIONS

The event also featured Equip&Dine Asia's Most Gracious Host Challenge that observed passionate home cooks serving an unforgettable experience with a 3-course menu. The Table Dressing Challenge was equally magical; catering and banquet operations professionals representing major hotel chains in the region worked their magic to deliver impeccably set tables at the event.



Image via Reed Exhibitions.

Also in action was the Singapore Gelato Championship that featured finest gelato craftsmen displaying their professionalism and creative prowess; and the Barista Redefined Challenge where automated milk texturing technology was used to create beautiful latte art without the need to manually steam and froth the milk.

"The customer experience also includes being able to get my cup of coffee in time and we are no longer willing to wait over ten minutes for our coffee. In the current trend of being artisanal, a lot of new players tend to fall into that pothole where they focus on quality and not speed," said Keith Loh, Director, Caffeine Solutions and the organiser for Barista Redefined Challenge, at the media preview event of Equip&Dine Asia and SEAsia Café Expo.





IMMERSIVE EXPERIENCES

Fusion Generation by Citrus & ALLTHATISSOLID

One of the most anticipated stops at Equip&Dine Asia 2019, the “Fusion Generation” booth gave visitors an opportunity to go up close into a working commercial kitchen environment and be in touch with the people with the right knowledge. Conceptualised by Citrus Consult together with ALLTHATISSOLID, the hawker-style kopitiam concept showcased a uniquely designed space staging 4 kiosks serving different cuisines, but ingeniously sharing one common kitchen. With visitors from various segments of the food industry, the unique concept inspired and helped businesses on space-planning to maximise efficiency and productivity. The 4 kiosks were:

- **Kiosk 1: RICE FIELDS**
The staple favourite of Asians.
- **Kiosk 2: FUSION FLAVOURS**
A pasta station with a local twist
- **Kiosk 3: OODLES OF NOODLES**
The alternate favourite of Asian hawker fare.
- **Kiosk 4: SWEET DELIGHTS**
A sweet ending to a good meal!

To make the concept a success, Fusion Generation partnered up with YPT, Ty Innovations, Tecnoinox, T&S, Moduline, Meiko, Irinox, Firex, and Blanco Professional as well as BGR Restaurant to demonstrate how equipment plays a role in a hawker-style restaurant. The equipment displayed at the event booth were combi oven, induction wok, blast chiller, undercounter chiller, hot water dispenser, dishwasher and others.





The Italian Summer By LEVELS

LEVELS Studio, meanwhile, featured the *“Italian Summer”* concept, inspired by LEVELS parent company - CKP’s very own travels and experiences. At Equip&Dine Asia 2019, the LEVELS booth featured an experiential transition tunnel that transported visitors to *“Italian Summer”*. The tunnel was conjoined by LEVELS creative energy through colours, fashion, music, and a block party. With the help of partnering brands, the booth served a tasty selection of foods and drinks curated towards the Italian Summer theme while demonstrating the capabilities of the equipment used in the process.

LEVELS booth, however, remained true to its goal - to capture the synergy between back-of-the-house and front-of-the-house in an F&B setup. Informative equipment demonstrations and LEVELS F&B talks were some of the highlights of the show at the booth, wrapped up by the Apertivo Hour serving cocktails to whet the thirst at Equip&Dine Asia 2019.

For the exhibition, LEVELS partnered with suppliers who each offered a unique product or equipment that worked together to bring about the overall Italian Summer concept. This was done in collaboration with REED Exhibitions and Mise En Place, and together with industry partners, Aperol (Remy Cointreau), Electrolux, Celli, Hobart, Precision, T&S, Williams, and Qson.



Our memory tend to hinge over stimulation of the senses, and that’s why Equip&Dine Asia 2019 and SEAsia Café Expo was a great *“sensory”* success. Stay expectant for more events such as these in the future as the foodservice industry continues to evolve! 🍷

For more information, also check out:

- Citrus Consult : www.citrusconsult.com.my
- ALLTHATISSOLID : www.allthatissolid.net
- LEVELS Studio : www.levels-experience.com
- REED Exhibitions : www.reedexpo.com

FCSI & ELECTROLUX PROFESSIONAL



FCSI & ELECTROLUX PROFESSIONAL ANNOUNCE THE JUDGING LINE-UP FOR THE 2019 START ME UP INNOVATION AWARDS

The judging panel has been confirmed for FCSI's 2019 Start Me Up Innovation Awards, supported by Electrolux Professional. The FCSI's Professional Member judges on the panel are: Ken Schwartz FCSI of SSA Restaurant Design & Foodservice Consulting in Tampa, Florida; Joseph Schumaker FCSI of SCG FoodSpace in San Jose, California; Bettina von Massenbach FCSI of Oyster Hospitality Management in Munich, Germany; Thomas Mertens FCSI of S.A.M GmbH in Kolbermoor, Germany; and Brandon Kua FCSI of Citrus Consult in Selangor, Malaysia. Michele Cadamuro, Design Director of Electrolux Professional, based in Pordenone, Italy, completes the line-up.

GAME-CHANGING IMPACT

The inaugural 2019 Start Me Up Innovation Awards was created by international member body Foodservice Consultants Society International (FCSI) and Electrolux

Professional to give a platform to new products, services, systems or concepts from global start-up businesses with the potential to have a game-changing impact on the commercial foodservice, beverage and laundry industry.

The awards are open to any independent, start-up business that has launched a new product or concept for the sector since 1 January 2018. It is free to enter and it takes approximately 10 minutes to complete the application form on the FCSI website. The final date of entry is 1st September 2019.

The judges will decide on a shortlist of entrants based on how innovative and impactful they believe the entries could be for the industry. The shortlisted products or concepts selected for the final stage will have the chance to make a Dragons' Den-style 'pitch' to the judges in person at an event at the FCSI booth on the morning of Sunday 20 October at the HostMilano 2019 show in Milan, Italy. Representatives from each start-up business will get 10 minutes to demonstrate to judges why their entry is worthy of first place. The winner will be announced at the FCSI show party later that evening.

OUR TOP 5 BEST WATER SAVING TIPS.

Did you know that half the world's population will be living in water-stressed areas by 2025, according to WHO? **We all need to take action.** Ineffective use of water resources is neither good for the climate nor your wallet. **Let's all help save water** one drop at a time in the kitchen & ware washing area.



A CATALYST FOR CREATIVITY

"Innovation is essential for creating solutions to overcome new or existing challenges. It is vital in the development of efficiency at all levels, which impact the operators' bottom line as well as the guest experience," says Schwartz. *"These awards and the recognition they provide are a catalyst to entice people to be creative and to think outside of the norm. Start-ups typically take on a new approach."*

Schumaker echoes this, *"We must push innovation forward and recognise those that are driving the industry. Start-ups are lean, agile and bring new ideas and perspective to an old and slow-moving industry,"* he says. *"Start-ups innovate, speculate and bring new life as well as passion to what is a very traditional and big business-based industry."*

According to Mertens, the need to embrace innovation in this sector is abundantly clear. *"We have to look much more at what new people can bring to our concepts and plans. If we do this from the first impulse of innovation, we have the chance to realise great things."*

For Cadamuro, the awards represent *"a great networking opportunity for all the players involved"*, particularly for emerging creative companies to gain *"new visibility and moreover to get closer to the commercial foodservice, beverage and laundry sectors."* The hospitality industry, he says, has a key role to play in our society. *"I'm sure it will play an even bigger and stronger role in the future. We are reaching a tipping point in our industry at which innovation will be the only sustainable way to face new challenges."*

Cadamuro believes start-ups *"have the power to bring a new mind-set"* to society because *"they are based on a strong willingness to change for the better; to improve life and work-life for people,"* he says. *"They have the potential to create new business models and jobs, thus contributing to economic growth. Ultimately, start-ups are the most dynamic organisations in the market: they are usually run by new generations with a worthy purpose to have a say in making the world a better place to live in."* 

For more information on the 2019 Start Me Up Innovation Awards, visit <https://www.fcsi.org/startmeup>

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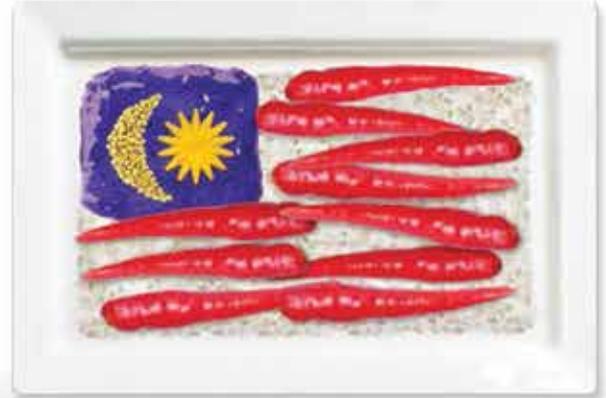


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FHM 2019 at the Biggest & Largest of its Edition!

FHM 2019 is set to be bigger and larger than ever. This most sought-after Food & Hospitality exhibition in the country, has broken its own record of being the biggest ever exhibition by completely occupying the newly expanded KL Convention Centre, totalling up to 10 halls.

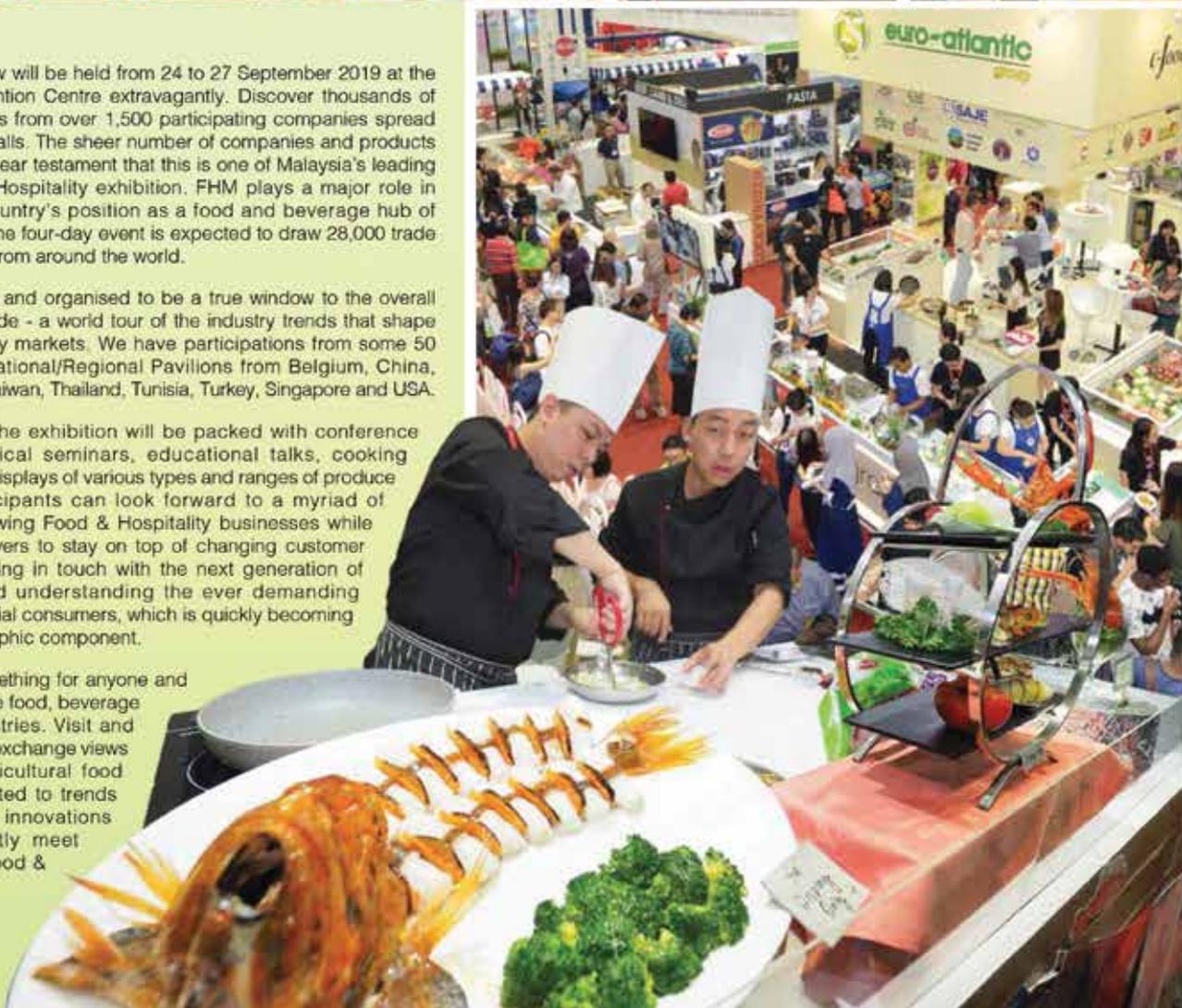


This year, the show will be held from 24 to 27 September 2019 at the Kuala Lumpur Convention Centre extravagantly. Discover thousands of products & innovations from over 1,500 participating companies spread across 10 exhibition halls. The sheer number of companies and products at the exhibition, will bear testament that this is one of Malaysia's leading and largest Food & Hospitality exhibition. FHM plays a major role in strengthening the country's position as a food and beverage hub of international repute. The four-day event is expected to draw 28,000 trade and business visitors from around the world.

FHM 2019 is planned and organised to be a true window to the overall Food & Hospitality trade - a world tour of the industry trends that shape the Food & Hospitality markets. We have participations from some 50 countries and International/Regional Pavilions from Belgium, China, Japan, South Korea, Taiwan, Thailand, Tunisia, Turkey, Singapore and USA.

Across the 4 days, the exhibition will be packed with conference programmes, technical seminars, educational talks, cooking demonstrations, and displays of various types and ranges of produce and services. Participants can look forward to a myriad of opportunities for growing Food & Hospitality businesses while enabling industry players to stay on top of changing customer needs such as keeping in touch with the next generation of food production and understanding the ever demanding preferences of millennial consumers, which is quickly becoming an important demographic component.

There is certainly something for anyone and everyone related to the food, beverage and hospitality industries. Visit and explore new markets, exchange views with the world's agricultural food players, stay connected to trends and state-of-the-art innovations and most importantly meet the pundits of the Food & Hospitality trade.



Highlights at FHM 2019

Culinaire Malaysia 2019

Watch the chefs battling out at Malaysia's prominent culinary event Culinaire Malaysia also dubbed as the "Malaysian Battle of the Chefs" will have over 1,200 entries with an assemblage of more than 1,000 culinary professionals along with an audience of approximately 35,000 throughout the event days.

Venue: MARQ - E (formally known as Hall 6)
Visit www.culinalremalaysia.com

First Agricultural Pavilion

The 500sqms of Agricultural Pavilion is brought to you by Agricultural Trade Promotion Center, which is directly affiliated to the Ministry of Agriculture and Rural Affairs, People's Republic of China.

Visit the Agricultural Pavilion with nearly 50 companies. You can expect to see aquatic products, tea, vegetable products, cooked wheaten food, oil and many more. Besides the exhibits, there will be conferences, business matching sessions, cultural performances and on-site food tasting.
Official Website: <http://www.mczx.agri.cn/>

Venue: Hall 8, Level 4 New Wing

New Product Launches

Come and see the latest innovations and products launched and showcased at the show. Expect nothing but the best in Food & Hospitality field.

Norwegian Salmon Cooking Galore

Don't forget to catch Chef Jimmy, Ambassador Chef at Norwegian Seafood Council in action as he dishes out Norwegian Salmon, Fjord Trout at Sendo Ichi's Booth. For the first time ever, Chef Jimmy will also demonstrating ways to cook Norwegian Atlantic Halibut.

This session is organised by Sendo Ichi
Date: 24 & 26 September 2019
Venue: Hall 7, Level 3 New Wing,
Booth No. 7701

Live Gelato Making by Master Chef!

Graduated from one of the prestigious professional culinary school in Brescia (Italy), a Master Chef of Gelato with extensive experience in Gelato business for over 25 years, Chef Domenico will be at FHM 2019 to perform Gelato Live Sessions!

Live sessions: Every day at 12:30pm and 3:30pm at Pastry Pro booth, Hall 1, Booth No. 1601.



Datuk (Dr) Chef Wan in Action

We are honored and excited to have the ever so flamboyant Malaysian Celebrity Chef, Datuk (Dr) Chef Wan. This iconic Celebrity Chef will be showcasing his culinary art through cooking demonstrations arranged at some of the FHM 2019 exhibitors' booths.



Hosted Buyer "Red Carpet" Programme

A special trade invitation programme where the relevant and important decision makers of the field are invited and hosted at the exhibition for the networking benefit of the trade visitors.



Bringing Robotic Technology to the Forefront of F&B Industry

The modern F&B and hospitality industry have long adapted new technologies over the years with innovation such as collaborative robots (Cobots). The new automation methods, which works side by side with employees, are more efficient, safer, cost effective and more user-friendly.

F&B Equipment leads the Robotics Zone with the introduction of their compact Robotic kiosk, aptly named QIOSK. This robotic kiosk merges technology with the best of beverages and desserts.

Head on to Booth No. 2401 to get your caffeine fix!



Business Matching Programme (B2B)

Business matching facility will be provided through an easy to use platform on the FHM Mobile App combined with a personalised service to help maximise your networking opportunities.



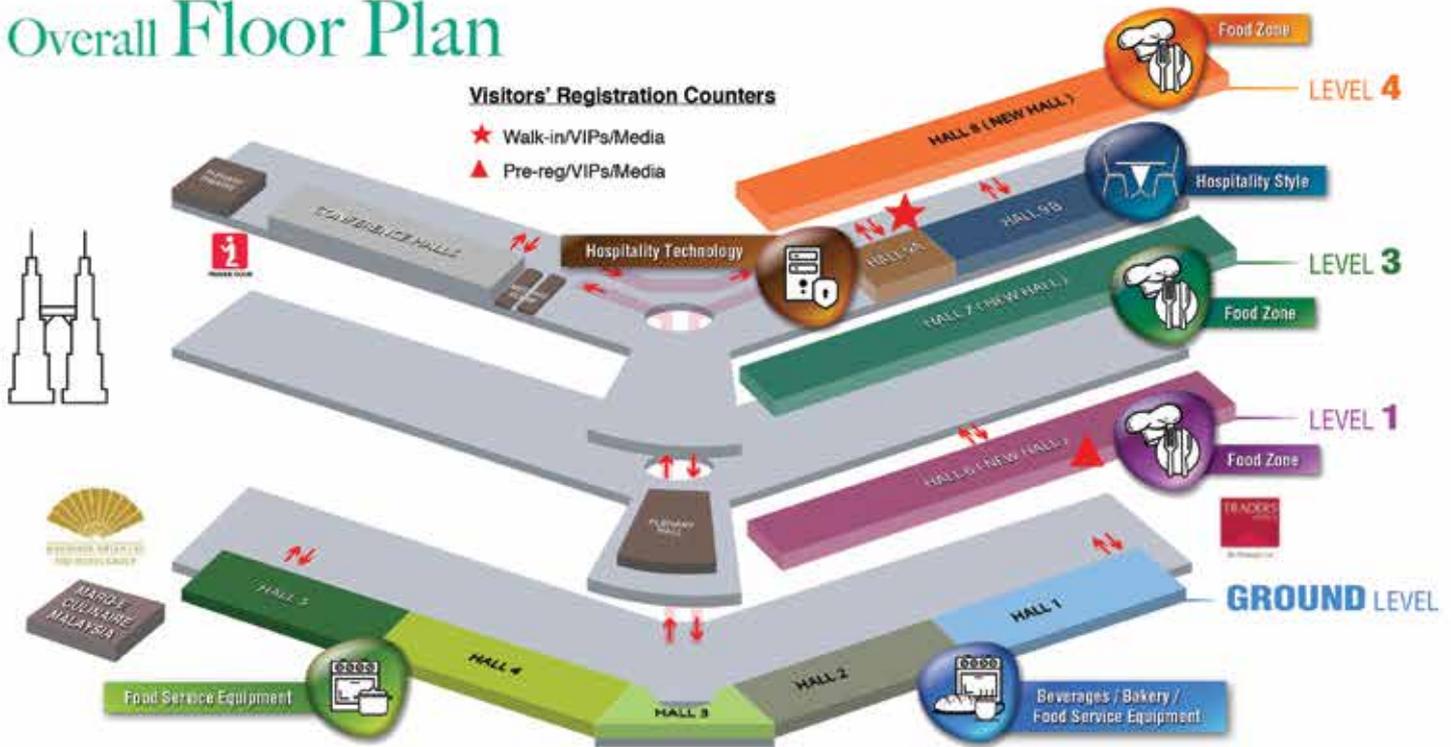
Japan Halal Showcase

The Japan External Trade Organisation (JETRO) will be organising a business matching of Japanese products; a total of 35 companies will be present. There will be a HALAL Showcase from 9 companies with HALAL certificates. There will be various products including Japanese green tea, organic sesame paste, green tea powder, Japanese citrus - chili paste made of yuzu peel and wagyu beef.

Venue: Hall 7, Level 3 New Wing



Overall Floor Plan



Pre-Register to get your
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Walk-in visitors entrance fee:
RM40.00

BENEFITS OF PRE-REGISTERING ONLINE:

- ▶ Pre-registered visitors get FREE Visitor Pass
- ▶ Easy and convenient way to print your visitor badge at the self check-in kiosks



The Organiser

UBM Asia has joined Informa Markets, a business dedicated to help specialist markets and customer communities around the world to trade, innovate and grow through exhibitions and digital content and services. Though our brand is changing, our commitment to the success of customers and partners remain strong.

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HOSTMILANO 2019



HOSTMILANO FILLS UP WITH ALMOST 2000 COMPANIES SET TO ATTEND AND MORE THAN 500 EVENTS TO CELEBRATE THE GLOBAL HO.RE.CA BOOM

Catering, pasta, pizza, ice-cream, coffee, the bar, the bakery and décor: all at one unique show. The concepts synonymous with Made in Italy success across the globe will come together “*under the same roof*” for the 41st edition of **Hostmilano (at fieramilano, from 18 to 22 October 2019)**, an event that is all about innovation and the hotbed of trends in the hospitality world, as well as the ideal place at which to meet the most important firms in the sector, both national and international. This is confirmed by the fact that, just a few months since its inauguration, **1912 companies have already confirmed their participation** (+8% with respect to this time in 2017), **1127 of which are Italian** and **785 hailing from overseas**, from **54 countries in fact** (with new-entries including Albania, Argentina, Colombia, Iran, Latvia and Lebanon). As for the exhibitors and their subdivision into macro sectors, it is clear that the Professional Catering and Bread/Pizza/Pasta fields remain the best represented, followed by Coffee/Tea/Vending/Ice-cream/Bakery and Décor/Table.

But what visitors and professionals will find over the course of the five-day show is a real global “*kitchen*”, where a rich menu of exhibitions and cookery demonstrations, samples and tasting pathways, round tables, and cook-offs between bakery maestros, award-winning chefs, baristas and designers will enrich what is the sector’s largest observatory in terms of trends and innovations, investigated in their every glamorous detail.



PARTNERSHIPS AND BUYERS FOR A BOOM SECTOR

Edition after edition, Hostmilano becomes a growing **hub for global equipment**. This is proved, to cite just one example, by the partnership chapter, richer than ever this year with a **network comprising the most important associations in the sector**, Italian and international. The latter hails from the show’s main markets of reference, or rather the UK and the USA, Spain and Latin America. It is no coincidence that all will be present in Milan in October, ready to exploit the business and networking opportunities of Host. A network that has been created and developed over recent editions and that aims, over the five days of the show, to assemble a growing number of decision makers in the sector, to encourage the bringing together of demand with an international and qualified supply. The international outlook of the Fiera Milano show is further highlighted by the significant number of **hosted buyers** that will attend. Thanks also to the collaboration with ICE Agenzia, there will be **more than 1500 operators from 80 countries**, with 80% turnover, coming mainly from the USA, Canada, the Middle East, UAE, China and Russia.



All the Ho.Re.Ca trends are launched at Hostmilano

As with every edition, the countless declinations of the professional hospitality universe consider Hostmilano the place to be, a key stop on the way to becoming true global trends. Some examples? The “third wave” of coffee, increasingly experiential bakery and catering, and the customer’s desire for “green” as well as the sustainability of food, décor and formats of restaurants.

SMART Label Host Innovation Award: hospitality and innovation

Core business: innovation. At a show like Hostmilano, always focused on what the future and its trends might mean, a one of a kind project like **SMART Label Host Innovation award** fits right in, organised in collaboration with **POLI.Design, a Consortium of the Politecnico di Milano, and with the support of ADI - Italian Association for Industrial Design**. The contest, which in its last three editions has awarded more than 150 prizes and 20 honourable mentions to key players in the Italian and international professional hospitality world, now sets a new record, having received 213 applications, compared to the 176 of the 2017 edition.

BeMyHost: 20 trendsetters from all over the world

Selected from among key Ho.Re.Ca sector insiders in each country, 20 influencers in total, hailing from the USA, Canada, Brazil, the Arab Emirates, China, Japan, Australia, Spain and India (as well as Italy of course), are called upon to “capture” the latest hospitality trends seen around the world. The same ambassadors will be present at the show, guests of Fiera Milano, as they create real-time news reports covering the stands and events.



More than 500 scheduled events

A menu of more than 500 events are scheduled across all sectors, from the bar to the bakery, by way of catering, décor, the ice-cream parlour and arte Bianca. Edition after edition, Hostmilano has not just become the place to be, but also one that anticipates **the trends that are set to mould the hospitality culture in the Third Millennium**. The reason is simple, the five-day Fiera Milano show is not only a unique business opportunity in which to find innovative equipment and solutions. Among the stands and halls, visitors can also enjoy **a real multi-sensory experience**, from company presentations to cookery demonstrations by award-winning chefs, from creations by bakers and cake designers to exhibitions by the best baristas and bar tenders. There is also room for in-depth analysis and seminars providing the latest updates as to market evolution and the hottest topics of the day, whether this be training and apprenticeships for youngsters entering the profession, the challenges facing professionals at international level, sustainability of processes and layouts, communication and sales techniques, or the innovation of formats. 

For more updates, visit www.host.fieramilano.it/en

UPCOMING events / sept 2019 - feb 2020



INDIA

- 18TH - 20TH Sept 2019
Food&Hotel India 2019
Mumbai
- 12TH - 14TH Dec 2019,
Drink Technology India
New Delhi
- 23RD - 25TH Jan 2020
Express Food & Hospitality 2019
Mumbai



AUSTRALIA

- 09TH - 12TH Sept 2019
Fine Food Australia 2019
Sydney



CAMBODIA

- 10TH - 12TH Oct 2019
Angkor Food & Hotel 2019
Siem Reap



CHINA

- 12TH - 14TH Nov 2019
Food & Hotel China 2019
Shanghai



HONG KONG

- 03RD - 05TH Sept 2019
Restaurant & Bar Hong Kong 2019
Hong Kong



INDONESIA

- 13TH - 16TH Nov 2019
SIAL Interfood 2019
Jakarta



JAPAN

- 18TH - 21ST Feb 2020
HOTERES Japan 2020
• CATEREX Japan 2020
• Japan Food Service Equipment
Show 2020
Tokyo



KOREA

- 07TH - 10TH Nov 2019
Seoul International Café Show 2019
Seoul



MALAYSIA

**24-27
SEPT
2019**

**FOOD & HOTEL
MALAYSIA 2019**
Kuala Lumpur

- **09TH - 11TH Jan 2020**
Cafe Malaysia 2020
Kuala Lumpur



MALDIVES

- **01ST - 09TH Oct 2019**
Hotel Asia Maldives 2019
Male



MYANMAR

- **31ST Oct - 02ND Nov 2019**
MYANFOOD 2019
MYANHOTEL 2019
Yangon



PHILIPPINES

- **11TH - 14TH Sept 2019**
AFEX - Asiafood Expo 2019
Manila



SINGAPORE

- **20TH - 22ND Feb 2020**
Café Asia Singapore 2020
Marina Bay Sands

**03-06
MAR
2020**

FHA HORECA 2020
Singapore



TAIWAN

- **24TH - 27TH Oct 2019**
Kaohsiung HORECA 2019
Kaohsiung



THAILAND

- **04TH - 07TH Sept 2019**
Food & Hotel Thailand 2019
Bangkok

- **12TH - 15TH Feb 2020**
Food Pack Asia 2020
Bangkok



UEA

- **29TH - 31ST Oct 2019**
Gulfood Manufacturing 2019
Dubai

- **16TH - 20TH Feb 2020**
Gulfood 2020
Dubai



VIETNAM

- **31ST Oct - 02ND Nov 2019**
Coffee Expo Vietnam 2019
Ho Chi Minh City

**ALSO MARK YOUR
CALENDARS FOR HOST**

host | **Milano**

18TH - 22TH Oct 2019
Milan, Italy



KORE, THE NEW COMPACT HIGH-PERFORMANCE COMBI OVEN WITH BOILER



The demands of a commercial kitchen today requires equipment that offer multi-purpose features, deliver high performance and maximum usability, is space conscious and keeps energy consumption on the down low. GIORIK has recently launched a new compact, intuitive, high-performance KORE combi oven that might meet all these requirements.

Created from the top of Giorik's range - the Steambox Evolution, KORE is a compact oven with a built-in boiler system. This small footprint oven comes with its own patented high efficiency steam generator, which allows the presence of a boiler in the Kore ovens. Gas versions are also available that mount special burners that optimise the combustion process.

In inventing ovens that offer maximum performance at minimum energy consumption, the new KORE combi oven by Giorik also offers:

- **TECHNOLOGY IN CONSTANT EVOLUTION** -
 - **INTUITIVE** user interface with 7" Touch Screen Display.
 - **REVERSIBLE** door with left-hand hinges available upon request.
 - **HIGH PERFORMANCE** with the high yield premix burner.
 - **HIGH EFFICIENCY** boiler for reduced energy consumption.
 - **SPACE SAVING** compact oven with boiler in 519mm of width.
 - **EASY TO USE** with hundreds of pre-loaded recipes ready for use and easy for starting all the cooking programmes.
- **TOTAL STEAM CONTROL** - Patented steam generation with Symbiotic System (two methods of generating steam working in synergy) enabling total steam saturation: one generated by the boiler and one in direct mode.
- **HUMIDITY CONTROL** - Using the Meteo System, the patented humidity control system allows you to monitor the climatic situation within the cooking chamber and to promptly intervene to always maintain the correct degree of hydration necessary to achieve the ideal conditions for every type of cooking.
- **QUALITY STEAM TUNING** - With Steam Tuner, you can calibrate the quantity of steam that is introduced into the cooking chamber, and also determine the quality of the steam. The patented system allows you to modulate the level of hydration of the steam by calibrating the correct degree of dryness or humidity based on the type of cooking you require.
- **COST-SAVING WASHING SYSTEM** - Closed circuit washing system to reduce water consumption with either liquid detergent or special sanitising tablets to reduce detergent consumption.

For businesses with very high quality offer standards but limited space available, Kore can concentrate maximum efficiency in the smallest space, guaranteeing the same performance as a mixed oven. 🍷

For more information, visit
<http://www.giorik.com/en/products/ovens/kore.htm>

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For more information: www.winterhalter.com.my

NEW CHEFTOP MIND.MAPS™ BIG OVENS REVEALED



There is no room for error in today's busy commercial kitchens which require uncompromised quality, innovative and bold choices, greater efficiency and reliability. In its drive for Inventive Simplification, UNOX has just released its new CHEFTOP MIND.Maps™ BIG range of ovens that offer users maximum performance, freedom, ease of use and cost savings. The MIND.Maps™ BIG oven have upgraded in terms of power, cooking performances, design, reliability and aesthetics to enable improved baking results. Details that makes all the difference

GASKET

An oven gasket functions to create a barrier to hot air and steam and ensure uniform sealing action over the entire surface of the oven door, even after months and years of use. By changing the gasket shape of the CHEFTOP MIND.Maps™ BIG ovens, the chamber gasket that is made of silicone is now protected from overheated water vapours that used to reduce its mechanical performance in terms of elasticity and wear and tear. By adding an external lip with zero compression protected from the climate inside the oven's cooking chamber, the gasket that can now last up to 3 times more than traditionally designed gaskets, thus tremendously increasing its durability.

DOOR ASSEMBLY

The door assembly of the new CHEFTOP MIND.Maps™ BIG ovens are now 40% thicker than that of their predecessors, making them much stronger and more robust than ever before and guaranteeing a drastic improvement in the fluid dynamics inside its frame. Thermal insulation and air flow improvement inside the door minimises energy loss, which in turn means that there is more energy to cook the food or to preheat the oven.

STRUCTURE

The new CHEFTOP MIND.Maps™ BIG ovens are designed to reduce the mechanical and thermal stresses that oven structures are often subject to, e.g. when a chef slams the oven door shut. The BIG ovens use an extremely strong frame made of 50 mm thick welded stainless steel tubes. The lower bracket is made of a massive steel pin welded into the lower frame itself, to make it almost indestructible. When the door is closed, a ramp that is located on the other front side of the lower frame grants that the door is always in the right closing position so that the handle pin perfectly matches the latch. It also eliminates any momentum that is applied to the hinge of the door, eliminating any need of regulation from time to time.

IMPROVED PHYSICAL PERFORMANCES

• Ultra Fast Steam Saturation @ Steam.Maxi

The new CHEFTOP MIND.Maps™ BIG ovens can now saturate the chamber faster and better. BIG ovens do not need any time to preheat the boiler, so users can start to produce steam immediately after the door closing and can reach saturation in a matter of seconds. These carefully designed solutions imply a reduction of the cooking time by 2 to 3 minutes on a total duration of 25 minutes: 10% faster than the competitors' equivalent units.

• Super Quick Steam Extraction @ Dry.Maxi

A good system of steam extraction creates a dry environment, which favours water evaporation from the food. The new CHEFTOP MIND.Maps™ BIG line features a completely redesigned steam extraction system: the number of fans has been increased from five to six and consequently the extraction force by 20%. To increase the extraction speed by 88% and reduce the time required to empty the cooking chamber by 50%, the diameter of the CHEFTOP MIND.Maps™ BIG extraction pipe has been increased from 16 mm to 20 mm.

Created from an interaction of mechanics, electronics and physics, the new CHEFTOP MIND.Maps™ BIG ovens are high performing tools that may help you achieve great cooking and baking results and at the same time, provide savings in terms of time, energy and labour. 

www.host.fieramilano.it/en



Equipment, Coffee and Food
41st International Hospitality Exhibition

October 18_22, 2019 fieramilano



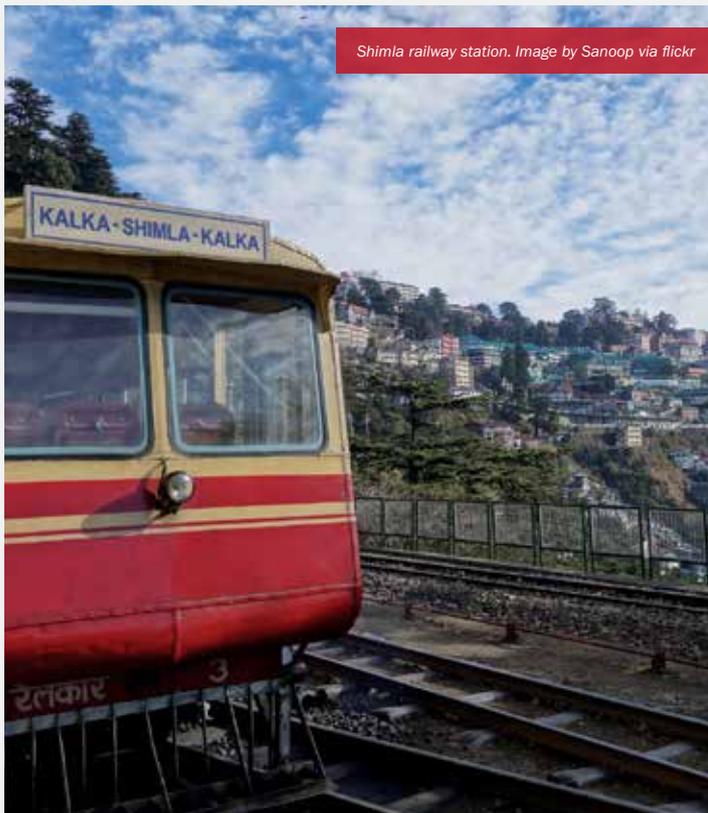
FOODBIZ landscape

North India



NORTH INDIA: THE LAND OF THE GODS

As the 7th largest country in the world and the largest country by landmass in Asia, India is further divided into two mega regions - North India and South India. In this issue of Mise En Place magazine, we will take you on journey through North India and then South India in the following issue.



Shimla railway station. Image by Sanoop via flickr

From breathtaking, picturesque, and off-the-wall hill stations nestled in the Himalayan Mountains to architectural marvels, cultural offerings and mouth-watering local cuisines, North India is a pure delight for tourists, globetrotters, adventure enthusiasts and mountain lovers alike. Bestowed its ancient name, “Dev Bhumi”, which means “Land of the Gods”, this magnificent region with its towering peaks, glaciers, and vast desert valleys was considered the abode of the Gods in ancient India.



Image via Pixabay

Geographically, North India lies north of peninsular India. To its north are the Himalayas which mark the boundary between the Indian subcontinent and the Tibetan plateau and to its west is the Thar desert, shared between North India and Pakistan. Prior to the British Indian Empire and before India became an independent nation in August, 1947, this diverse northern region was once ruled by various Indian dynasties such as the Mauryas, Guptas, Mughals, and Marathas. Today, North India officially includes the Indian states of Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Uttarakhand, Union Territories of Delhi, and Uttar Pradesh. Although Rajasthan, Madhya Pradesh and Bihar are not formally part of North India, yet these states are culturally and linguistically accepted as North Indian states. While the economy in this north Indian region is predominantly agrarian, it is quickly changing with rapid economic growth and social development.

FACTS & FIGURES

Area	: 3,287,263 sq km.
Population	: 368.7,000,000
Language	: Hindi, Urdu, Punjabi
Currency	: Indian Rupee

Source:
<https://assets.kpmg/content/dam/kpmg/pdf/2014/10/Northern-India-Heralding.pdf>

<http://worldpopulationreview.com/countries/countries-in-world-by-area/>

<https://www.travelogyindia.com/north-india/brief-about-north-india.html>

THE BIG CITIES



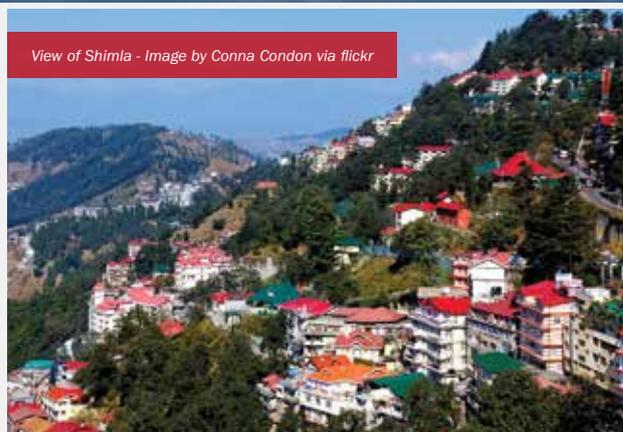
Dal Lake - Image via Pixabay

SRINAGAR

Considered as the summer capital of the state of Jammu & Kashmir, Srinagar is cradled perfectly in the heart of the Kashmir Valley. As a melting pot of culture and natural beauty, this picturesque yet humble state is home to majestic historical structures and architecture, scenic landscapes, and divine places of worship like River Jhelum, Dal Lake, Mughal Gardens and Jama Masjid along with other attractions that mark the resplendent beauty of the land. To embrace some of Srinagar's culture and attractions, be sure to visit the Dal Lake, Jama Masjid, Hazratbal Shrine, or the Nishat Bagh Mughal Garden.

CHANDIGARH

Aptly named "City Beautiful", Chandigarh is considered India's best planned city with architecture which is world-renowned, and a quality of life that is unparalleled. As the capital city of the states of Punjab and Haryana, the Union Territory of Chandigarh is a prosperous, spic and span, green city. As the face of modern India, this prestigious city is a rare epitome of modernization co-existing with nature's preservation where the trees and plants are as much a part of the construction plans as the buildings and the roads. When visiting this green city, be sure to stop by the Rock Garden of Chandigarh, Sukhna Lake, or the Zakir Hussain Rose Garden.

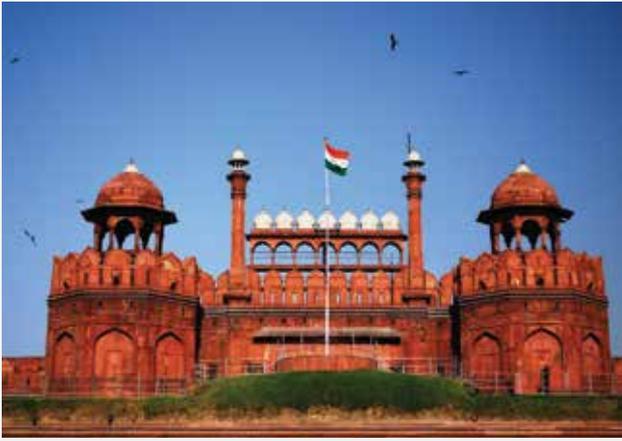


View of Shimla - Image by Conna Condon via flickr

SHIMLA

Surrounded by picturesque green valleys, snow-capped Himalayan mountain ranges, scenic hills, and spectacular structures built during the colonial era, this beautiful hill station in the state of Himachal Pradesh exudes an aura of regal India and houses numerous attractions in its vicinity. From regal buildings, eateries and shopping centers to hotels, scenic locations and snowy hills, everything about holidaying in Shimla is unique and astonishing. So, plan your trip here and stop by some of these beautiful places on your way: The Ridge, Reserve Forest Sanctuary, the Kalka Shimla Toy Train, or the Jakhoo Temple in Jakhu Temple Park.

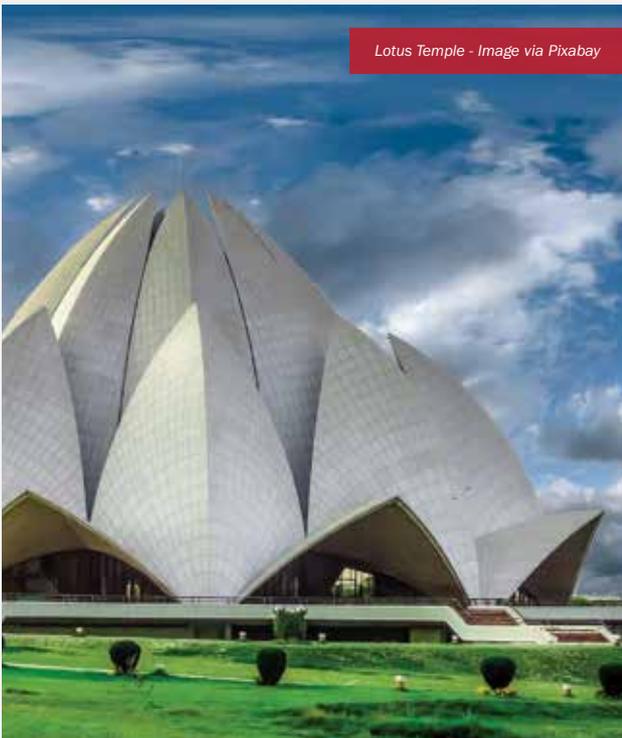




Red Fort - Image by Cristian Ungureanu via flickr

NEW DELHI

As the heart, soul and imperial capital city of India, New Delhi is a magnetic attraction. Not only is this populous city India's busiest international gateway, it is also important as a religious centre, and steeped in a heady mix of tradition and modernity. Visitors and tourists to this bustling, vibrant city can enjoy the diverse arts and crafts industry, magnificent monuments, countless performing arts venues, and excellent cuisines, including delicacies from every part of India. New Delhi is also a shopper's paradise with numerous bazaars and markets including Chandni Chowk, the country's most famous commercial area. If you are in New Delhi, do visit the Red Fort, Humayun's Tomb, the Lotus Temple, or the Lodhi Garden.



Lotus Temple - Image via Pixabay

AGRA

As the seat of the Mughals for ages, Agra in the northern city of Uttar Pradesh offers its treasure trove for all tourists from India and abroad. The biggest draw to Agra is the Taj Mahal, the epitome of love in white marble but it is not the only stand-alone attraction. The legacy of the Mughal empire has left a magnificent fort and a liberal sprinkling of fascinating tombs and mausoleums, as well as some bustling chowks (marketplaces). If you are in Agra, be sure to visit the he Agra Fort in the city, the Fatehpur Sikri and of course, the Taj Mahal.



Image via Pixabay

Source:

https://www.tourmyindia.com/destination_india/northzone.html

<https://timesofindia.indiatimes.com/travel/lucknow/travel-guide/cs47779717.cms>

Name	Population (Metro Area)
Uttar Pradesh	228,959,599
Punjab	29,611,935
Haryana	27,388,008
New Delhi	18,345,784
Jammu & Kashmir	13,635,010
Uttarakand	11,090,425
Himachal Pradesh	7,316,708

Source:

<http://statisticstimes.com/demographics/population-of-indian-states.php>

FOOD IN NORTH INDIA

Not only is North India characterised by its diversity through its amalgamation of different cultures, tradition and lifestyles, the food in this country is equally diverse. North Indian food is richer than other Indian cuisines as the foods are prepared using pure ghee or doused in fresh cream. The availability of a plethora of vegetables, fruits, grains and spices make this cuisine vibrant and colourful.



Image via Pixabay

Local Offerings

When travelling to the north of India, you will come across prominent dishes that feature breads such as naan bread, rotis, and samosas, curries such as palak paneer (spinach and cheese), aloo ghobi (potato and cauliflower), and the like. Garam masala is the predominant spice mixture used and some sauces are accented with the use of dried fenugreek leaves. Without further ado, let's explore some of the delectable dishes that North India has to offer.

Chole Bhature - There is nothing better to satiate the pangs of hunger than a mouth-watering deep fried Bhature (leavened bread) served with a spicy chick pea gravy or Chole. To take this simple dish to whole other level, a dollop of butter and a dash of lemon juice is added. Though this dish originated from the north-western part of India, it has evolved to become a favourite of millions across the country and beyond.

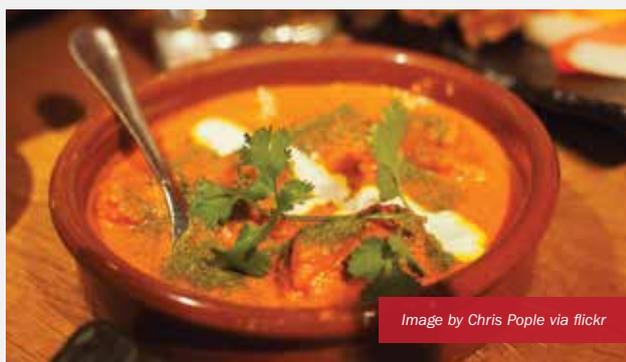


Image by Chris Pople via flickr

Murg Makhani (Butter Chicken) - As one of the most popular Indian dishes ever, not only in India but abroad as well, this spicy Butter Chicken gravy is best eaten with an Indian bread like Naan or Rumali bread). The chicken is cooked in butter till tender and flavoured with fenugreek leaves (kasuri methi) while the gravy is prepared with fresh cream, making it an absolutely divine dish for non-vegetarians. The infusion of spices, especially the Kashmiri red chili powder gives the dish a tantalising colour. One serving of this delectable dish is enough to leave you craving for more.

Tikka Masala (Tandoori Chicken) - Similar to roast chicken, Tikka Masala is prepared by roasting chicken that is marinated in yougurt and spices in a cylindrical clay oven (Tandoor). To form the fiery red colour on the chicken, spices like cayenne pepper, red chili powder or Kashmiri red chili powder is used in the marination. Despite its black streaks of char, tandoori chicken is juicy, tender and flavourful with just the right amount of heat and spicyness.

Rogan Josh - Originating from the Kashmir valley, this signature dish is an all-time favourite for meat-lovers. Literally translated to mean 'red lamb', Rogan Josh gets its colour from Kashmiri dry red chilies. While the name may sound fiery, the heat of the dish is toned down by the cream that is added at the end. If lamb is not available, goat can be used as a substitute meat for this dish. This delectable North Indian dish is often served with a side of plain basmati rice or naan, or both.

Palak Paneer - Another absolute favourite North Indian dish, Palak Paneer is also super healthy as it is made with nothing more than spinach (palak) and cottage cheese (paneer), along with the typical Indian spices. The panner is usually cut into small cubes and pan-fried first, giving the dish a nice texture while the large portions of spinach and fenugreek leaves gives the dish a deep green hue. This delicious mildly flavoured dish tastes even better when eaten together any Indian flatbread.



Image by Cherrie Mio Rhodes via flickr





Image by Sankarshan Mukhopadhyay via flickr

Paratha - Most North Indian dishes are never complete without the accompanying sumptuous parathas. Relished with curries, dhal, yogurts or pickles, this crispy, flaky buttery thin flatbread is a real treat. To make parathas, whole wheat flour is kneaded using salt, oil and water and the dough is then rolled into layers and cooked on a hot griddle with some ghee or oil. Parathas can also be stuffed with a savoury filling or a combination of fillings like aloo (potato), gobi (cauliflower), onion, paneer, or even chicken for those who are non-vegetarian.

Rajma Chawal - If you are in need of some comfort food, there is nothing better than a piping hot plate of Rajma Chawal. The iron and protein rich Rajma (red kidney beans) served with steamed rice (Chawal) or any Indian bread makes for a wholesome meal. Soaked overnight, the Rajma is slow-cooked in simmering gravy so that the beans soak well in the masalas. Adding a dollop of fresh cream to the sauce takes this popular Punjab dish to a whole other level.

Lassi - Known as a smoothie in the west, this famous North Indian refreshment drink is usually enjoyed at the end of a meal or during the hot summer months. A sip of sweet lassi, topped with a generous dollop of clotted cream, is hard to resist. Made from yogurt blended with water and spices or different flavours, this drink is best enjoyed in a kulhad (glass made of clay). There are various types of lassis that you can choose from, such as the fruit flavoured lassi or the traditional sweet or salty lassi.



Image via Pixabay

Street Markets

If you are looking for an authentic shopping experience in Northern India or simply want to buy some traditional items at affordable prices, then look no further than the multitude of street markets that line the many streets in these north Indian states. A wander through the labyrinth

traditional markets is the way to go. Street markets have been a vital part of Indian culture, trade and social life since Mughal and British era.

Source: <https://theculturetrip.com/asia/india/articles/15-traditional-markets-in-india-worth-exploring/>

DOING BUSINESS IN NORTH INDIA

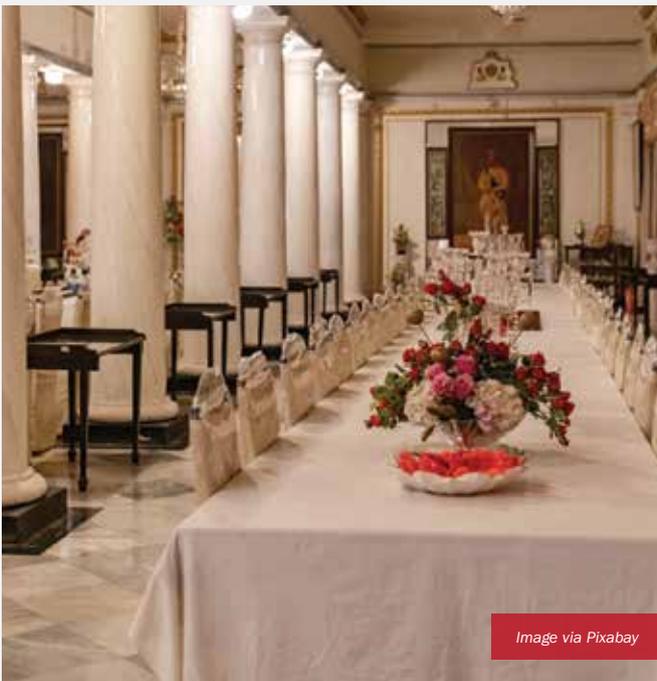


Image via Pixabay

FINE DINING

Paying tribute to the rich history of gastronomy, fine dining restaurants in North India continue to up their game in the culinary arena every year. As always, there is tough competition between popular restaurants and choosing the best amongst the lot is not always easy as good food is not the only parameter. Taking into account the service, ambiance and vibe in addition to great tasting dishes, there are several fine dining restaurants in the northern region that offer a delicious and enjoyable dining experience. These include the Indian Accent in New Delhi, the Pinch of Spice in Agra, Jal & Jalebi - Fine Dining by the Ganges, and the Bukhara and Wasabi by Morimoto in New Delhi.

Source:
<https://luxurypage.com/food/restaurants/most-luxurious-restaurants-in-india>

<https://food.ndtv.com/lists/tripadvisor-travellers-choice-awards-indias-10-best-fine-dining-restaurants-1232466>

MEALS PRICING

Dishes	Price (USD)
Paratha	0.30 - 0.40
Dal Makhani	2.60 - 3.60
Average Lunch & Dinner	2.20 - 4.20
A meal at a top restaurant	11.00 - 12.00
Domestic Beer	2.00 - 3.00
Imported Beer	3.00 - 4.00
Water	0.60 - 0.90

Source: globalprice.info & numbeo.com

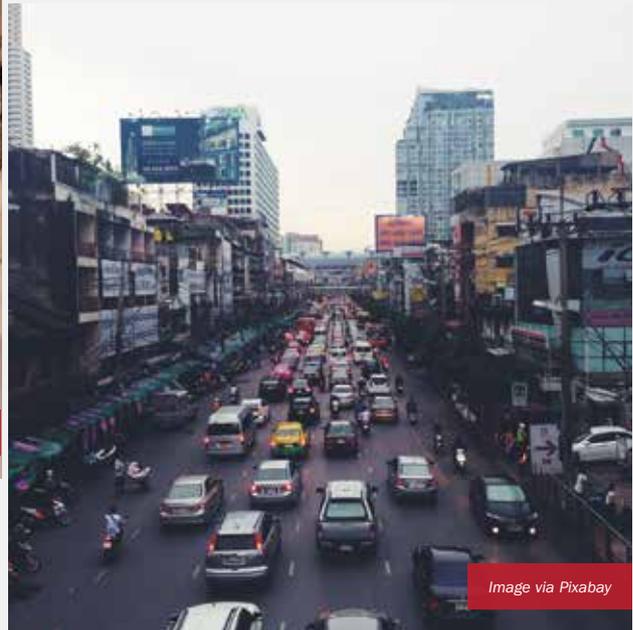


Image via Pixabay

Coming from a largely agrarian economy, the northern regions of India have gone through a myriad of changes in terms of infrastructure development, manufacturing and services. In fact, the upper States have consistently outperformed India's national GDP. While economic growth and foreign investment inflow has grown significantly in these regions, the full potential in business opportunities in the northern States and Union Territories have been largely untapped. With unprecedented economic liberation, states in North and South India are now granting overseas investors more access to its vast and varied market than ever. However, despite their vast economic potential, traversing the diverse and complicated business landscape can be a daunting task without the right help on board and some local knowledge.

Forms Of Business Entities In North India

Foreign companies or individuals who do not have local residency in North India have a number of channels for setting up and registering a business or company in this region:

Public Limited Company

- Has a minimum number of 3 Directors and 7 shareholders but an unlimited number of shareholders.
- It can either be listed on the Stock Exchange or remain unlisted.
- The public is invited to subscribe to its shares.
- If it is listed, its shareholders can freely trade the company's shares.
- Requires a minimum paid up capital of Rs 5 lakh or any higher amount that may prescribed from time to time.
- Incorporating a Public Limited Company can be difficult and time-consuming.





Private Limited Company

- Can have a minimum 2 and maximum of 15 directors and a minimum of 1 and maximum of 50 shareholders.
- Does not invite public to subscribe to its share capital.
- Restricted right to transfer its shares
- Requires a minimum paid up capital of Rs. 1 lakh or any higher amount that may prescribed from time to time.

Joint-Venture Company

- A business arrangement in which foreign investors and Indian investors pool their resources together to accomplish a specific task or project through a JV company.
- The investors jointly share the profits, losses, management responsibilities, and operation expenses.
- As an advantage, the foreign investors can utilise the well-established contact network, distribution, marketing channels and the available financial resources of the Indian investors.

Partnership Firm

- A type of Joint-Venture Company in which two or more parties enter into an arrangement to manage and operate a business and share the profits.
- The owners of a partnership firm are individually known as partners and collectively known as a firm.
- A minimum of two peoples are required to start a partnership business. The maximum number of partners is 10.
- The partners have unlimited liability and can share profits in any mutually agreed ratio.
- The registration of a partnership firm is not compulsory.

Sole Proprietorship

- A form of a business entity where a single individual handles the entire business organization and is the sole recipient of all profits and losses (unlimited liability) of the business.
- Setting up a Sole Proprietorship requires less legal formalities as it does not have a legal existence.

Limited Liability Partnership (LLP)

- As another type of Partnership arrangement, a LLP is corporate entity where the liability of at least one member is unlimited whereas the rest of the members have limited liability, limited to the extent of their contribution in the LLP.
- Requires a minimum of two partners and a minimum of two individuals as Designated Partners, one of whom must be a resident in India.
- It is governed by Limited Liability Partnership Act of 2008.

Branch Office

- Foreign companies that are engaged in manufacturing and trading activities overseas can set up Branch Offices in Northern India.
- A Branch Office is not allowed to carry out manufacturing activities or commercial activities of any nature on their own but can subcontract those to an Indian manufacturer.
- The Branch Office requires an approval from the Reserve Bank of India (RBI) before commencing operations.

Project Office

- Foreign companies can set up a temporary project office(s) in North India for carrying out activities related to that specific project.
- This office is not allowed to carry out any other work apart from those specified at the time of establishment.

Liaison Office

- This is a type of representative office that is set up to understand the business and investment environment in Northern India.
- It is not allowed to engage in any commercial, industrial or trading activity.
- Its main role is limited to collecting information about possible market opportunities, sources of supply, providing information about the parent company and its products to prospective Indian customers or vice versa to its vendor.

Subsidiary Company

A wholly-owned subsidiary company can be set up in North India in sectors where a 100% Foreign Direct Investment (FDI) is permitted. The wholly-owned subsidiary can be either one of these following business entities:

- Private Ltd Company
- Public Ltd Company
- Unlimited Company
- Sole Proprietorship

Source:

<https://business.mapsofindia.com/doing-business-in-india/types-of-business-entities-in-india.html>

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<http://www.pkpconsult.com/liasion-office.html>

FOODBIZ landscape

North India



India Gate, New Delhi. Image by Terrazzo via flickr

UPCOMING EVENTS

SIAL INDIA

Date : 19-21 September 2019

Venue: Pragati Maidan, New Delhi

SIAL INDIA is the World's No.1 food innovation network in India. With international buyers coming from ASEAN, the Gulf and other countries like Thailand, Korea, this exhibition will feature alcoholic and non-alcoholic beverages, processed food, bakery products, baby food, dairy products, fine foods, fruit and vegetables, organic and health products, sweets and confectionery, wine and many more.

AGRI FEST 2019

Date : 19-21 September 2019

Venue: RBML College Ground Telibagh Chauraha

AGRI FEST 2019 is 8th edition of the international exhibition on agriculture, dairy, poultry & food. The show is an excellent platform to introduce your most recent products in front of a wide range of attendees at the show. It will also provide a channel for professional experts to share valuable experience, knowledge and innovative ideas in their respective fields in the industry.

DELHI INTERNATIONAL TRADE FOOD FAIR 2019

Date : 02-06 October 2019

Venue: EXPO Center Noida

The Mega Fair aims to bring together the best in the various industry segments and provide a perfect platform for brand promotions at a minimum at a minimum cost and provide the visitors an opportunity to experience, taste, feel, use new products and develop new loyalties. DITF - Delhi International Trade Fair brings together the best in the industry. With over 100,000 products on display, DITF is the ideal platform for artisans, weavers, bunkers, hastshilps, corporate.

WORLD OF WINES & SPIRITS

Date : 22-24 Nov 2019

Venue: NSIC Exhibition Complex, New Delhi

The World of Wines & Spirits Delhi is an international exhibition which brings together attendees and provides them with the opportunity to explore the exhibits of wines, beers, sparkling wines, IT for retail & gastronomy, spirits, whiskey, vodka, rum, accessories for retail & gastronomy, bar utensils, glasses, wine racks, bottle coolers, decorative bottle stoppers, furniture & equipment, and much more.

PACPROCESS INDIA & FOOD PEX INDIA

Date : 12-14 December 2019

Venue: Pragati Maidan, New Delhi

Trade visitors at this exhibition will have the opportunity to network with industry colleagues and meet potential business partners whilst experiencing sustainable packaging initiatives, leading products, services and solutions, and the most cutting-edge machinery and equipment. The exhibition will cover the entire gamut of packaging, food processing and the beverage industry all under one roof so the visitors will not have to be dependent on other small events for their packaging needs.

DRINK TECHNOLOG INDIA 2019

Date : 12-14 December 2019

Venue: Pragati Maidan, New Delhi

Drink Technology India 2019 is an International Trade Fair for Beverage and Liquid Food Technology. The show will feature Aseptic systems, filling and packaging materials, PET technology, process technology and process automation, raw materials, raw additives, restaurant and catering equipment. The event provides the best solutions for all exhibitors and visitors to develop new ideas for their business and to meet professionals from leading organizations.

Source:

<https://10times.com/newdelhi-in/food-beverage>

<https://www.tradeindia.com/TradeShows/Food-Beverage/>



BEST OF BOTH WORLDS

THE COOL FACTOR & THE HOT SENSATION

HOT & COLD IN PERFECT UNITY.

Independently, the NEW SkyLine Premium^S Combi Ovens and SkyLine Chill^S Blast Chiller Freezer displays and performs efficiently.



SkyLine Premium^S Combi Ovens

Touch panel

Boiler

Triple-glass door*



Touch panel

Super-intuitive, simple-to-learn and -use and customizable touch screen interface.



101 humidity settings

Perfect for every type of food and size of load.



Automatic mode

Simple and fast to use automatic cycles for all food types.



OptiFlow

Perfect, even cooking results thanks to revolutionary high-tech OptiFlow.



6-sensor probe



Lambda sensor

as standard Precise real-time measurement and control over the humidity in the oven chamber.



SkyClean

Cut your cleaning costs up to 15%***.



An extra effortless benefit

Stress-free efficiency and productivity with SkyDuo.



And now with ONE DNA for both appliances, we are here to Simplify your life.

Seamless communication with **SkyDuo** synchronizes both appliances, giving you better control of your operations effortlessly. A leaner and ergonomic workflow eliminates food waste while ensuring your return on investment with uncompromising quality is achieved with our solutions.

Here to revolutionize the way you work, let's make kitchens more efficient, more profitable and more human-friendly. That's the Electrolux promise.

SkyLine Chill^S Blast Chiller Freezer

Touch panel



Touch panel

Super-intuitive, simple-to-learn and-use and customizable touch screen interface.



Automatic mode

Simple and fast to use automatic cycles with 10 families.



Turbo Cooling

Non-stop chilling for busy kitchens and patisseries.



ARTE 2.0

Keep their business safe. ARTE 2.0 estimates time remaining on probe-driven cycles based on artificial intelligence technology.



An extra effortless benefit

Stress-free efficiency and productivity with **SkyDuo**.



Experience the Excellence
professional.electrolux.com

revamping TRADITIONAL COFFEE SHOPS



Despite these nostalgic reminiscences, there are no longer as many kopitiams, hawker stalls or coffee shops today as there were 20 years ago. The increase in stall rentals rates and prices of food ingredients are deterring newcomers and children from second-generation hawker parents from engaging in the hawker/coffee shop business. To add on to this, as diners become savvier and more modern where servers are iPads and robots in a fast-paced setting, the curiosity and fond reminiscence of what it once was before is slowly diminishing.

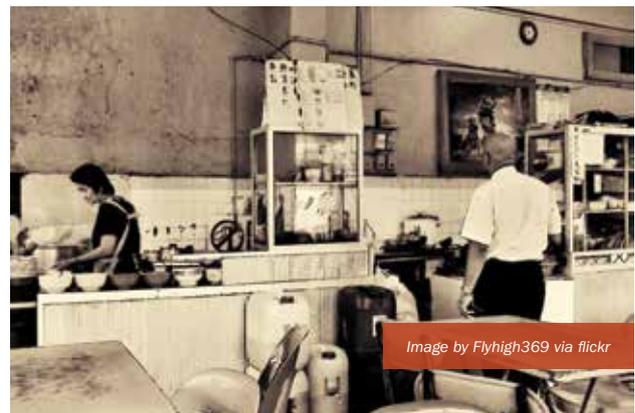


Image by Flyhigh369 via flickr

Through Tradition, Technology And Design

Hawker stalls and coffee shops, or more familiarly known as 'kopitiams' in Southeast Asian countries, are inextricably woven into the food culture and everyday lives of many people, especially Malaysians and Singaporeans. Patronised by all walks of life, you can find these coffee shops or hawker stalls by the roadside or in street side coffee shops all across the cities right down to idyllic seaside locations. Offering low prices and specialising in only a few dishes and beverages, these hawkers have over the years perfected their culinary skills to a degree where most patrons would rather eat out than in.

In fact, many may have fond memories of eating their favourite char kuey teow, curry mee or wantan noodles at their favourite hawker locations from a young age or meeting up with acquaintances for a cup of coffee/teh tarik, toasted bread & kaya or even nasi lemak over breakfast, lunch, tea time, dinner or supper.

In an attempt to hold on to the traditional, tried and true kopitiam or coffee shop concept that can withstand the challenges of operating in today's competitive F&B industry, Fusion Generation by Citrus Consult and ALLTHATISSOLID gave us a glimmer of a potential solution at the newly concluded Equip & Dine Asia 2019 in Singapore. Meshing two important elements together - the nostalgic flavours and the detail in how hawker food is prepared using modern equipment - Fusion Generation pays homage to the traditional flavours of hawker food with a nostalgic resemblance to history.



Image by Ash Chuan via flickr

BUSINESS sense

business sense

TAKING A STEP BACK IN HISTORY

For those who are not in-the-know, the word “Kopitiam”, actually means “coffee shop”, which originates from the Malay word for coffee and the Hokkien word for shop. The history of kopitiam can be traced back to the late 18th century with the influx of Chinese immigrants to Malaya at the time. As they mingled with the locals and the Europeans in Malaya, a love for coffee gradually developed and thus, kopitiams were born.

These coffee shops served as a place where people of all cultures, religions and social standings would come together to unwind, discuss daily happenings, play a game of chess and, of course, and enjoy a cup of coffee. Traditional kopitiams were often family-owned and handed down from one generation to the next. Eventually, these shops expanded to include not only drinks, but a selection of food as well.

As branded coffee parlours and lifestyle cafes became popular in the late 1990s and early 2000s, a new breed of modern kopitiams emerged and focused on creating a comfortable ambience and serving up an extensive food menu to match their beverage offerings. This new age kopitiams drew in the crowds by offering the classic food and drinks combined with modern conveniences such as piped-in music, air-conditioning, attractive interior design and Wi-Fi connection. Mushrooming all across major cities, these modern/new age kopitiams soon became ‘branded chain stores’ after taking strategic cues from Starbucks, Coffee Bean & Tea Leaf, etc.



Image via unsplash

Suffice to say, these new age coffee shops began to take much of the business away from the traditional kopitiams and as the years went by, traditional kopitiams began to feel the pinch from rising food costs, and high rental prices in addition to serious competition from the new age/modern kopitiams. To exacerbate matters further, hygiene and food safety issues also become a valid concern at kopitiams, thus deterring many patrons from dining at these traditional establishments. 🐼

Sources:

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the FUSION GENERATION CONCEPT



The team behind FUSION GENERATION: ALLTHATISSOLID and CITRUS CONSULT

A Merger Between The Old And New Kopitiam Concept

Noticing a need to bring about some change in the local F&B scene, Brandon Kua, Founding Partner of Citrus Consult together with Alex Chew, Founding Partner of ALLTHATISSOLID realised an untapped opportunity in the traditional Southeast Asian kopitiam business model. This realisation gave birth to the Fusion Generation concept which will not only modernise the traditional kopitiam concept but also educate the public on the current commercial kitchen technology that can help improve the traditional kopitiam-style cooking process.

Looking back at the traditional model of a kopitiam or coffee shop, the owner of the kopitiam would normally rent out the space in his/her shop to individual hawker stall owners and run the beverage counter at the shop. In addition to paying rent to the shop owner, these individual hawker stall owners will have to come up with the capital in order to set up their own stall and purchase stall equipment as well as source for food ingredients from suppliers before cooking and selling the food to customers at the coffee shop. This is not only cost-intensive but also labour-intensive for individual stall owners who have to begin their days very early in order to prepare the food and sell it at the stall.

A CENTRAL KITCHEN

Similar yet distinct to the traditional kopitiam/hawker style concept, Fusion Generation offers hawker sellers a set-up stall in order to prepare their dishes in at an agreed rental price. These vendors will no longer need to come up with an initial capital in order to rent or purchase their own stall and cooking equipment but simply rent the stall and space from the premise owner. These vendors will also gain an audience and foot traffic at the set location, for example, a mall.

The most notable difference that the Fusion Generation concept offers is that all vendors will share a fully equipped central kitchen where cooking and preparation of meals can be done. This central kitchen will be equipped with modern cooking equipment that all vendors can share and use in order to prepare their dishes. This will also reduce the manpower required to carry out the cooking and preparation of meals.

ADVANTAGES OF A CENTRAL KITCHEN

Having a central kitchen based on the Fusion Generation kopitiam-style concept will bring a whole host of benefits to both the individual stall owners and the premise owner. Among these are:

A Minimised Footprint

The idea behind a central kitchen is to minimise the footprint of individual hawker stalls while allowing for the concept to scale up. In the traditional kopitiam concept, individual hawker stalls together with their various cooking equipment can take up a large portion of the shop. The Fusion Generation concept aims to reduce this large footprint by setting up a central kitchen where all cooking equipment will be placed leaving just the stalls and simple preparation equipment at the front of the shop.

Efficient Food Sourcing

Another benefit of the Fusion Generation concept is a consolidated procurement of food ingredients and supplies. By consolidating as a group, individual stall owners will no longer have to source for their own food suppliers as they can purchase all their food items and ingredients at a lower cost from a single food supplier that is recommended by the premise owner. This is one way that vendors can bring down their food costs. Additionally, by consolidating and purchasing food from a single supplier, food waste by individual stall owners is also reduced in centralised kitchen operations.

Use Of The Cook Chill Process

Before serving their dishes to customers upon order, individual stall owners who have prepared or cooked their food in the central kitchen can make use of this nifty food technology to preserve their food: the cook chill system.

The cook chill process is a major advancement in prepared food technology that ensures consistent quality in every batch of food that is cooked while reducing the labour required for preparation and serving. Using this process, stall owners can prepare large batches of food in the central kitchen and rapidly chill the food in a blast chiller until ready to be reheated and served in the stall at the front. The cook chill process can provide a high degree of quality and fresh cooked taste.

Greater Food Safety

In the traditional kopitiam setting, individual vendors would usually do all the cooking at home and bring the cooked food to the stall to serve to customers upon order. While this has been the practice for ages, transporting the food from home to stall can compromise its safety. To curb this food safety issue, vendors can use the centralised kitchen in the Fusion Generation kopitiam concept to cook, prepare and store, ready for re-heating and service at the stall in the front. This keeps the food from being exposed to any unwanted microorganisms or contamination.

Improved Hygiene Practices

Hygiene can be an issue in traditional coffee shops that have multi-vendors all cooking and cleaning in their respective stalls. Some of these stalls and surrounding areas can be unhygienic or dirty, making it an unpleasant environment for patrons to eat in. The Fusion Generation concept aims to promote hygiene in the premises by keeping all the cooking and cleaning of dishes and utensils in the central kitchen using modern equipment to ease this process. This leaves the stalls in the front relatively clean as only minor food preparation is done there.



Image by Tee Cee via flickr

Heat Reduction And Energy-Saving

When entering a traditional coffee shop, more often than not, you will feel the heat emanating from the individual stalls that are cooking or heating up the food as you walk by. Not only is this unpleasant, the odours also stick on your hair and clothes for a good while. By having a central kitchen, food is no longer cooked in the front, so heat is kept to a minimum or it is completely non-existent, making it the premise a comfortable place to dine at.



Image via Pixabay

Last but not least, by having a central kitchen that uses modern energy-efficient cooking equipment, the amount of energy and water usage can be greatly reduced. Premise owners can choose energy-saving equipment based on professional advice from food service consultants.

While there are many businesses that have tried to emulate the aesthetics of the traditional coffee shop model, for instance food courts and new age kopitiams, there is still a void in modernising this traditional coffee shop model on a production scale that would not only help individual hawker stall owners cut down on their costs but also create business efficiency and promote cleanliness in the typical kopitiam style business setting. Fusion Generation by Citrus aims to make some conceptual changes to the traditional design of the hawker style concept by fusing technology yet keeping the charm and nostalgia of the traditional coffee shop model safely intact. 🍷



equipping a CENTRAL KITCHEN

IN THE KITCHEN



Kitchen Range

If any of the stall cuisines require food to be cooked over an open flame, you will need a kitchen range. The range is the powerhouse of the kitchen, so it's important to choose one that meets your cooking needs. Like residential ranges, commercial units can be either gas, electric or induction. A gas cooking range usually has four main components - the grate, the burner caps, the burner heads and the stovetop surface itself. Alternatively, electric ranges have smooth, elegant, easy-to-clean designs and come in one of three sub-categories - standard electric ranges that use coils to heat food, smooth-top electric ranges and electric induction ranges that employ magnetic coils beneath a ceramic glass top to generate heat.

Deep Fat Fryer

A deep fat fryer is a must have in most commercial kitchens especially if hot, crispy items demand high production. Deep frying is very fast and, when performed properly, destroys bacteria. A fryer is programmed with a timer for accuracy in cooking, better heat recovery to allow quicker production and oil filtration capabilities to extend the life of cooking oil. To create everything from French fries to fish and chips, a good quality commercial deep fryer is needed.

Salamander

A kitchen salamander, which is basically an oven, is typically used for finishing your food product or for desserts. Although it is dedicated to broiling, it can also be used for melting, browning, and caramelizing. The browning or melting process is generally very quick, as the goal is to serve quickly and efficiently. Commercial salamanders can either be gas, electric or infrared.

A List Of Potential Equipment For A Fusion Generation Style Commercial Kitchen

Setting up any F&B business will require some investment in appropriate cooking and preparation equipment. Likewise, equipping a central kitchen with the right type of modern equipment is also important. Below are some equipment that can be found in a Fusion Generation kopitiam-style establishment.

Western Induction Wok Range

Like the Chinese induction wok range, the Western induction wok range uses the high efficiency of induction to provide gas-like performance in a safe, flameless, easy-to-use, electric appliance for western style cuisines. It has the power to heat to the true wok temperatures that commercial kitchens require. This induction wok range is built with the signature bowl burner design so you can immediately begin cooking with induction-ready pans. You can find a commercial induction wok that is made for both countertop and drop-in use.

Stock Pot Stove

Stock pot ranges are built to withstand the weight of heavy cookware like large stock pots while heating huge amounts of liquids, making them the perfect options for cooking up soups, boiling pasta, or creating sauces in your commercial kitchen. These products are small, but they have a high output that allows them to heat up large quantities of liquid quickly. You can choose to have a gas or electric stock pot stove but if you don't want an open flame, opt for an induction stock pot stove unit.





Combi Oven

Combination ovens can serve as the jack-of-all-equipment-trades in a commercial kitchen. One combi oven can do the work of a convection oven, braising pan, steamer, holding cabinet, smoker and even a dehydrator. With the ability to cook different products using different cooking methods at the same time; a combination oven is a great choice for high volume food preparation.

Vacuum Packing Machine

A vacuum pack machine usually works to remove air or oxygen from a package prior to sealing. By removing the air, the shelf life of the food product is extended. There are single chamber or double chamber vacuum pack machines that come in either a table top size or standing models.

Blast Chiller

When it comes to maintaining food quality and hygiene, some businesses have turned to blast chillers and freezers. Leaving food out to cool before storing them comes with the risk of food contamination. Blast chillers or shock freezers typically cool down hot food to a temperature low enough to inhibit bacterial growth. These units are able to reduce temperature of cooked food from +70 °C (158 °F) to +3 °C (37 °F) or below within 90 minutes for safe storage and consumption.

Tilting Kettles

A tilting kettle is a great equipment to have for cooking large amounts of soups, stews, and sauces with less supervision than what a stock pot requires. Tilting kettles use a steam-jacketed design to apply heat evenly to the food inside, eliminating the worry of food scorching to the bottom of the pot due to the concentrated heat there. There are two different heating methods available for tilting kettles - a self-contained kettle with a jacket that is factory-filled with distilled water and then heated to steam by either an electric or gas boiler, or an external boiler that uses direct steam to fill the jacket and heat the food.

Regeneration Ovens

When it comes to dealing with cooked and chilled food, these aspects depend on the quality of reheating, which is a decisive step before serving. Once chilled food is loaded into a regeneration oven, the unit will regenerate the food, then automatically switch to keep the food hot and retain it at the correct serving temperature until it is ready to be served. Regeneration ovens can cook, roast and reheat frozen convenience food while holding them all in the same cabinet. These ovens also allow food to be slow cooked or regenerated overnight and then held until service.



EQUIPING A CENTRAL KITCHEN



Pre Rinse Spray

Pre-rinse spray valves are designed to remove excess food and sauces of your dishware before placing them in a commercial dishwasher. These sprayers are hooked up to your sink's water supply and helps prolong the life and quality of your dish machine, since food and other debris won't be clogging it. By switching to a high-efficiency pre-rinse spray valve, a commercial or central kitchen can save huge costs in terms of energy and water usage.

Commercial Dishwasher

A commercial dishwashing machine can make life much easier in your wash-up area - dealing with large quantities of washware becomes a whole lot simpler. These commercial dishwashing machines come in various models e.g. a hood-type or pass through commercial dishwashing machine that provides the perfect solution to your warewashing needs.

Food Waste Disposal System

Whether on the guest's plate or in the kitchen during the preparation, food waste and leftovers cannot be avoided. It is important to dispose off this valuable raw material hygienically and efficiently by using a professional food waste disposal system. If there are space constraints in your central kitchen, opt for a compact waste disposal system that can transform food waste into biomass, which can then also be turned into electricity. There are pump-type-systems and vacuum-type food waste disposal systems that you can choose from, depending on the needs of your kitchen.





AT THE STALL

Table Top Induction Cooker

This is the live cooking option. The induction unit is safe to operate in small spaces and its fast heat up time without unnecessary loss of heat compliments its attractive flat surface for a quick kitchen turnaround.

Front Cooking Station

If you are looking for a perfect solution for front cooking, then a front cooking station with a smart extraction and filtration system is ideal for bringing the drama and spectacle of the commercial kitchen to your dining customers. Depending on the needs of your kitchen, choose a front cooking station that offers various cooking modules. This way, you can have a deep fryer, griddle, pasta cooker and an induction hob all at the same time at your front cooking station. If you want to place this equipment in a closed space or room, a smart extraction and filtration system in a front cooking station will help ensure an optimum climate and frees you from stationary extractor hoods.

Soup Warmer

Whether you are serving chowder, chicken noodle, or chili, this soup warmer as the name suggests, keeps soups warm and ready to serve! A soup warmer is ideal for restaurants, commercial kitchens, buffets, caterings, parties, or any other event that requires a large amount of soup to be kept warm for hours. You can have a built-in soup warmer in your kitchen or a stand-alone model to suit your restaurant's needs.



Noodle Boiler

Noodles are always cooked upon order and there is no time to wait for water to boil. A noodle boiler holds large amounts of water that can be heated up quickly for cooking and with noodle baskets that can be hooked and unhooked to the boiler for convenience. Similar to the soup warmer, you can choose to either have a built-in noodle boiler or free-standing unit.

Listed here are just a few types of cooking and preparation equipment but there are a number of other equipment that can be used in a Fusion Generation style 'kopitiam' concept. Your selection of equipment

will largely depend on the type of cuisine that will be served at the stalls, your budget and the size of your central kitchen. 🍜



the FOOD of the RENAISSANCE

57 percent of Italians consider eating a leisure activity. Unlike the platonic relationship some of us have with food (where we eat to live), Italians consider food a form of activity that's meant to be truly enjoyed. In fact, some Italians take time off in the middle of the day just to enjoy a multi-course meal. So, it's true after all, that the Italians have mastered the art of dining!

But in Asia, pizza and pasta is the main attraction. In fact, these two offerings are almost synonymous to all that the Italian food culture is meant to be. But as the saying goes: Man shall not live on pizza alone.

Let's find out what the true form of Italian food is - let's start with the Renaissance!



The importance of etiquettes during Renaissance. Image via National Geographic.

ITALIAN FINE DINING

Italy had the most skilled, creative and well-known cooks in Europe during the Renaissance. It is the people during this era that took the Italian fine dining to a whole new level of prestige and refinement. It was during this time many new dining items were introduced - fine stemware, plates, fork, knives and napkins. Instead of using napkins for grand occasions only, the upper classes began adopting napkins to protect their own clothes and the delicate tablecloths that decorated the tables.

In fact, dining manners and etiquettes became an integral part of the Renaissance concept of personal betterment. Licking one's fingers while eating; blowing nose and making gulping noises; looking bored while dining - all of these were considered rude during the times of Renaissance. Sounds familiar?

The Story Behind Forks

Forks were available during the ancient Egypt, Greece and Rome, but were limited to holding meat when carving, or lifting meats from pots or the fire. During the Renaissance, forks began to couple up with knives - a setting that we follow to this day in an Italian dining experience and other dining styles.

CUCINA POVERA

There was a clear demarcation separating peasant food from the "noble food" during the Renaissance. Now, it is known as "cucina povera", an Italian phrase that means "peasant cooking". Its cuisines, an antithesis of American "Italian" chain restaurant's dishes, are based on seasonal, inexpensive, and readily available ingredients. Although never completely dismissed, this type of cuisines is still very much considered "vogue".

Now, the "cucina povera" style recipes are more known due to a now-fashionable mode of Italian cooking popularised by celebrity chefs such as Chef Mario Batali, which usually involves entrails in some fashion. What's more interesting is aged cheese wasn't something that peasants would consume often back then.

Unknowingly, cucina povera is also already adopted in some Italian-themed restaurants in Asia. Because the spirit of la cucina povera is about embracing constraints and discovering the delicious creativity that can spring from making a meal with what you've got, a good amount of Italian-themed restaurants in Asia have actually adopted the spirit of la cucina povera. In fact, cucina povera was also the inspiration for many of cuisines we know today.

Early Gelatins Craze

Gelatins were so common during the Renaissance times that it was sought after especially after making soup. The gelatins were described to be savoury/sweet, "like a broth made from veal knuckles" (including a half pound of sugar!), reduced till its clear and as it starts to gel up.



The role of the "carver" in the Renaissance court. Image via Sharpen Up.

FOOD FOR BANQUETS

During the Renaissance, Italy was certainly known for serving large and elaborate banquets in the dining rooms of the dukes and princes who governed the many small states of Italy. Typically, the banquets would last for many hours and constant entertainment was needed to keep guests occupied.

The delivery of food also played a huge role in keeping up with the entertainment. The delivery of food itself was part of the entertainment. At the front and center of the banquet is the trinciante. The meat carver also played a special role - he was the master swordsman; he held his own titles and lands; and would serve a banquet with great honour. Then you have the stewards and maestro of the kitchen.

These are roles that are traditionally still continued in some kitchens, including in Asia. However, in many modern kitchens, the role of a meat carver is replaced by meat processing machines. Yet, the techniques of carving meat are still a highly prioritised process in some food preparation process across the world. Nevertheless, during the Renaissance, Vincenzo Cervio was known as a skilled meat carver. In his book, *Il Trinciante*, he described all manner of carving meats in the air while having the meat falling perfectly onto the plate of the noble he served.

The World's First Celebrity Chef

Do you know that Martino da Como was an Italian culinary expert during the 15th century culinary - unequalled in his field at the time? He was the Western world's first celebrity chef and was even called the "Prince of Cooks" during the times of Renaissance.

FLAVOURS AND PREPARATIONS

A lot of the Renaissance flavours and preparations were carried over from the Medieval times such as the widespread consumption of stuffed pastas, roasts, tarts and pies; the generous use of spices and the addition of sugar to savoury dishes. Apart from that:

- **Sauces** were made light using fruits or aromatic plants, sometimes flavoured with acidic juices and mixed spices. In fact, fruits and citrus were considered as important flavouring agents for most meals during the Renaissance, which continues up to this day in Italian food preparation.
- It is also during this time that giblets and the innards of butchered **animals, poultry, and fish** became a favourite among the people. Long pasta noodles, macaroni and stew rose in attention too.
- **Milk and dairy products**, especially butter became as important as lard - people began to cook all types of cheeses too. Cheeses were used in most meals during the Italian Renaissance - be it snack, appetiser, breakfast, lunch or dinner.
- **Tiramisu** was a very popular dessert in Italy, which is popular worldwide too. Do you know that Italians ate a lot of Tiramisu during the Renaissance, and that's where it all started? Made with coffee-dipped ladyfingers or toasted bread; layered with a mascarpone and egg mixture; tiramisu is definitely one of the things that makes our life worth living!



Renaissance certainly played a huge role in making many forms of food what they are today. In the next article, let's find out how the progression has impacted the Italian food culture in Asia and the Italian-themed restaurants! 🍷



back to asia: WHAT'S ITALIAN, REALLY?

According to a survey by YouGov consisting of more than 25,000 people across 24 countries, pizza and pasta was on the top spot of popular foods in the world, followed by Chinese and Japanese cuisine. Apparently, Italian food was the most-liked, a glimpse into its popularity just as much in Asia.

Pizza, particularly has a rich history to it. As pizzerias sprang up across America's Eastern seaboard, it became the ex-Neapolitans' snack of choice. By the 1950s, pizzerias were everywhere in the US - this is when the popularity of eat-in and take-out pizza began to invade the local cultures. Soon, it began to conquer the world - and we can certainly see its conquest in Asia!



BUT WHAT'S ITALIAN FOOD, REALLY?

We know that wine, cheese and pasta are an important part of any Italian meal. However, there are different spins on "Italian food" in different countries.

For Americans, spaghetti and pizza are the primary resemblance of Italian food, which originate from central Italy. In northern Italy, on the other hand, potatoes, rice, fish, sausages, pork and different types of cheeses are commonly used ingredients. Stuffed pasta, polenta, and risotto are equally popular. In southern Italy, tomatoes take over - be it a fresh serving or made into sauce; alongside other ingredients such as olive oil, garlic, ricotta cheese, eggplant, capers, and peppers.

In Asia, meanwhile, Caesar salad is immensely popular. Although Caesar salad uses classic Italian ingredients, it seems to have been created by an immigrant Italian restaurateur with restaurants in Mexico and the U.S.

Plus, in Italy, a bar is not just a place for drinking alcohol. If you just want to grab your morning coffee, pastry, sandwich, or even an ice cream, you can go to a bar. Some of these bars also offers selected pasta or salad selections. In Asia, don't even think of entering a bar without age restriction! In this case, variety in Italian food causes confusion.



AN ITALIAN MENU

Let's get down to the basics. A traditional Italian menu typically have five sections:

- Italian Appetizers - Antipasti
- The First Course - Primo
- The Second or Main Course - Secondo
- The Side Dishes - Contorni
- The Dessert - Dolce
- Drinks

This combination of different foods in a specific order is known as a "template". At its essence, only one starch should be eaten per meals, which is also the foundation of the meal. An Italian menu also incorporates certain foods to stimulate digestion through its dishes such as lemons and wine. Food properly combined together, in the order they should be consumed in, promotes a good food digestion process for an individual's body. The reason behind the combination is to complete the quality of the meal as some foods naturally taste good together while others don't. In other words, the quality of a dish is seen more important than its quantity.



A typical social evening at La Piola in Hong Kong. Image via Pinterest.



The rooftop view of Marini's on 57. Image via Marinis57.com.

An Italian Menu in... Hong Kong

Over the years, the number of Italian restaurants have increased in Hong Kong. The role of chefs and restaurants managers too are taken over by some Italians. Since some of the early 1980s, the only Italian restaurants found in Hong Kong were Mistral and Sabatini Ristorante Italiano in Tsim Sha Tsui and Rigoletto in Wan Chai. But the market is no longer dependent on only those two.

La Piola, one of the newer spots in Hong Kong, brings a taste of Hong Kong history to the Italian eatery. The restaurant serves cuisines particularly originating from northern Italy's Piedmont region, La Piola. This is the region that specialises in *aperitivo* - the Italian custom of stopping for a couple of after-work drinks on the way home. Besides serving the traditional drink Aperol Spritz, La Piola also serves a collection of vermouths, grappas, Italian liqueurs, cocktails, shooters, and wines.

More Hongkongers are also beginning to understand the aperitivo concept. It's not an *"Italian happy hour"*, so to say but rather a custom of enjoying the time of the day. Typically, Asians who visit Italian restaurants would also expect table service. But when they see Italians doing it - getting a drink and mingling at the bar, while talking with colleagues and families; they begin to embrace the aperitivo concept.



Basilico at Regent Singapore. Image via Singapore Tatler.

An Italian Menu in... Singapore

There is plenty of Italian restaurants in Singapore - some with added local touch while some remain authentic. Yet, the element of *"localisation"* remains evident in the training of coming Italian chefs in Singapore. Singapore is a place where local chefs are

encouraged to create their own style of Italian/Singaporean cooking to please the local palate after training under Italian restaurants. Therefore, it is not surprising that there are many different Italian restaurants within the country with distinctive styles. Of course, it's *"business sense"* to make certain tweaks to the Italian menu to suit the market.

One good example is Basilico. Long regarded as one of the choice Italian restaurant in Singapore, the constant evolution of their menu is something you can glean from if you're thinking of starting an Italian-themed restaurant business. Forlino is another known restaurant in Singapore with a recognition for its spectacular view of the Marina Bay. The restaurant has also won awards as one of the top Italian fine dining restaurants in Singapore for its classic Italian menu and its seasonal set lunches.

An Italian Menu in... Malaysia

Malaysians simply love their roti canai, nasi lemak, and char kuey teow - they are adventurous too. Yet, every so often, the foodies crave for Italian food - be it a scrumptious pasta or an indulgent slice of pizza. Italian food served at reasonable prices and halal-certified ingredients have found much popularity among Malaysians.

Because Italian cuisines are one of the most popular cuisines in Malaysia, Italian restaurants are increasingly filling up the heart of Kuala Lumpur. These restaurants are not any less authentic than the original Italian cuisines. Italian cuisines such as pasta, spaghetti, and pizza are also found in most cafes in Malaysia. Walk into a Coffee Bean & Tea Leaf in Malaysia, and don't be surprised to find pizza on the menu! There's also Marini's on 57, a known Italian rooftop whisky bar, restaurant, and cigar lounge offering panoramic city views of Kuala Lumpur amongst other Italian bars and restaurants in Malaysia.



Pizza alla palla at Pendolasco, Saigon. Image via Saigoneer.

An Italian Menu in... Vietnam

With an influx of expats and foreigners to Vietnam, Saigon is turning into a metropolitan playground for foodies. Ho Chi Minh, an *"international city"* in Vietnam, is also becoming a hub of curious palettes, including Italian cuisines. With an impressive amount of restaurants emerging only in the last few decades offering international cuisines, the markets are slowly attaining the segmentation of low-budget Italian food and night-time fine dining experience.

One of it is Pendolasco, a bona fide Italian dining experience in a serene environment that has been running in Saigon for a long time. One of its trade secrets - *"pizza alla palla"*, won the Prestigious World Pizza Championship in Parma in 2017. Specialisation works after all!

*** The restaurants featured above are not an act of endorsement; it is a collection of writer's observations and opinions.**



BACK TO ASIA: WHAT'S ITALIAN, REALLY?

STARTING AN ITALIAN RESTAURANT BUSINESS IN ASIA

So, be it authentic or "Asian-ised" Italian cuisines, the demand for the cuisines remain evident in Asia and there are certain elements worth noting from the demand. After all, any Italian cuisine should be a successful combination of tradition and innovation. Here's a handy guide for deciphering a few types of restaurants if you want to start an Italian-themed restaurant:

Pizzeria

In Asia, pizzeria serves pizza as the main offering. Most of them serve pizza during lunch, a lot of time with sides and drinks. While there is a high demand for pizza both in Malaysia and Asia securing the potential of great profits, this profitable bottom line is still subject to the recipe, logistical planning, and the brand or concept it has to offer. Also, be sure to incorporate new foodservice trends into your pizzeria if you're looking for more ways to captivate your pizzeria customers.

Set your pizzeria apart by offering a uniquely-crafted pizza with fresh ingredients. Experiment various toppings to design innovative pizzas - this could be a great attraction for foodies or experiential diners. Service styles equally matter:

- **Sit-down.** A sit-down pizzeria is more communicable and hospitable in terms of service. However, it requires a restaurateur to deal with increased investment.
- **Delivery.** A convenient option for a time such as this, a delivery pizza shop may be ideal but will likely reflect an increased price for customers when the cost of delivery labour increases.
- **Take-Out.** This is an option that requires fewer space, tableware and equipment and lesser investment.

Ps: The best pizzeria in the world (it's not in Italy) was recently crowned to Kytaly Hong Kong.

Some equipment needed to start a pizzeria are:

- Pizza ovens - wood-fired pizza ovens or pizza deck ovens
- Dough preparation equipment - dough press, dough sheeters, mixers, and proofing cabinets
- Pizza cutters
- Pizza prep counter
- Pizza display case



WHY INVEST IN A GOOD PIZZA OVEN?

Have you ever noticed a major difference of taste from a pizza cooked in a wood-fired oven? That's because its flavour is enhanced following an even heat distribution - the heat storage capacity of wood-fired pizza ovens eliminate temperature fluctuations.

In fact, a significant number of restaurants have switched to wood-fired ovens for their operations in the recent years. Another reason to that is at such high temperatures, a wood-fired pizza oven produces better crust. The radiant heat from the fire makes the heat bounce off within the inside walls of the oven, sealing off any moisture in the dough. This forms the outside crisps of the pizza - the type of pizza people enjoy!

Alternatively, you could also invest in a good pizza deck oven. Designed for baking pizza pies, these heavy duty commercial ovens are often the main equipment for any pizzeria. Depending on the power source, the oven can create high levels of cooking heat which often works for a good crust and pizza toppings.





Gelateria

The parlour offers the Italian version of ice cream - gelato. It may serve gelato in a variety of forms such as shakes, cones, and cups. Occasionally gelato bars may also offer specialty coffee and other products. While making gelato is considered an art, gelato business is currently enjoying a worldwide success thanks to its seriously instagrammable scoops and stores.

It started getting attention in the late 1990s and picked up in the early 2000s. With an uptick in sales in the recent decades, there is a distinct market trend indicating customers' willingness to pay more for premium ice cream treats such as gelato. Apparently, successful gelato shops are found to offer innovative flavours and standard dessert menu items in their bars.

However, the gelato business is one that can lure a business owner into buying some pieces of equipment that are not needed right away. Some equipment that you essentially need at the start of business are:

- Gelato showcases
- Pasteurising machine
- Batch freezers
- Storage freezer / tempering cabinets
- A cream whipper, an immersion mixer, and a planetary mixer

DRINK TO LA VITA BELLA

Besides regional cuisines, Italy is also known for its wine, drinks and - la vita bella. La vita bella means "a beautiful life"; a close definition to the "zen" of Italian style. In fact, the true "vita bella" is living with passion, authenticity, and enjoying every moment thoroughly, be it spending time with family, enjoying a drink, or enjoying the little things in life. This is not an exception in Asia when you sit in an Italian bar.

Coffee

But first, let's talk about coffee. Italians drink coffee small and fast. Believe it or not, they down their espressos while standing! Sipping espresso at a bar in Italy is completely normal. But here, a bar can also be a café that sells snacks, pastries and most importantly, coffee - on-the-go. Although the coffee "bar" and "downing" an espresso is not something Asia is accustomed to, the Italian's all-time favourite coffees such as espresso and cappuccino remain served throughout the cafes in Asia. In fact, Italy has been at the forefront of establishing the coffee standards for nearly 400 years in regard to how coffee should be properly made and taken.

Vino (Wine)

Italy produces more than one million different kinds of wines and obviously, a good glass of wine is expected to accompany most Italian cuisines. Yet, Italians drink for the aesthetic of drinking rather than the feeling of it. This standard of elegance has been carried forward to Asia, as people put more emphasis on enjoying their wine rather than going overboard with drinking wine. This is especially evident in the Italian bars in Asia. In fact, recent research shows that women who drink wine constitute a growing market in Asia. Most of them talk openly about drinking wine and even drink it for health reasons.

Cocktails

Italy also plays an important role in reinforcing the appeal and glamour of cocktails, which is significantly recognised in Asia. The cocktail trend took off in the fifties and has been getting more vibrant since. Served in uniquely shaped glasses, with a deep sense of mixology ritual of cocktail preparation, some of the famous Italian cocktails seen in Asia include:

- Martini Cocktail
- Americano
- Negroni
- Aperol Spritz
- Vermouth
- The Godfather



Aperitivo

Typically between 7pm to 9pm in Italy, the pre-dinner drink or "aperitivo" is an Italian custom that gets people to start drinking to get their digestive juices flowing prior to dinner. There are three important digestive purposes attached to the custom: to unwind and socialise after work hours; to kickstart digestive metabolism; and work up an appetite before dinner. This may be called a "happy hour" in Asia, but it isn't. In Italian bars in Asia, drinking to oblivion is discouraged. Rather, drinking to unwind is encouraged to keep up with the aperitivo culture.

What about you? Which one is your favourite?

An Italian proverb says, "At the table with good friends and family you do not become old." Indeed, food, drinks, and fellowship should be celebrated. Find out in the next article from LEVELS Studio how this celebration can continue in your restaurant when you deliver your Italian restaurant concept effectively. 🍷

Source: South China Morning Post, Free Malaysia Today, HuffPost, Flavours Holidays, The Financial, Sethlul.com, City Pass Guide, Malaysia Tatler, Academia Barilla, Context Travel, UC Berkeley, Esri, TripSavvy, 3E Accounting, Webstaurant Store, Katom, LoveGelato, BizFluent, StartUpBizHub, Rossi Writes, The Travel Bunny, Wine2Wine, La Bella Vita: Live and Love the Italian Way

holding on the “ITALIAN SUMMER” with LEVELS Studio



The team behind LEVELS Experience.

Seems like it's been getting really hot outside these days, and it is a weather as usual for us here near living on the equator line. But picture this, we could all at some capacity imagine what it would be like to roam around one of those two-faceted Italian cities like Rome and Milan where some old architecture houses modern-contemporary lifestyle shops and F&B outlets.

Wouldn't it be a splendid idea to sit by the sidewalk when it is nice outside while enjoying a glass of Aperol Spritz and just people-watch while you absorb the eclectic and highly fashionable ambiance? This is the epicentre of culture - food and drinks are usually the proven catalyst.

A CONCEPT ANCHORED BY EXPERIENCE

At Equip&Dine Asia 2019, LEVELS Studio conceptualised a unique F&B Experience entitled “Italian Summer” that showcased how restaurants and bar operators can deliver bespoke and multi-sensory experiences across different customer touch points. The experience also gave foodservice professionals a glimpse into what it looks like to set up an Italian-themed restaurant in Asia.

“The Italian Summer concept was inspired by one of our many travels and the experiences - in a nutshell, it is all about the modern-day Italian Food Culture where one does not eat to live but live to eat. And at its core, it is the details in concept, design & operations, and presentation that makes up an enjoyable dining experience when everything is considered,” said the LEVELS team.

TREND FOR THE TEST OF TIME

If there is a very profound F&B trend with true staying power at the moment it would be “experience”. Let it be pasta or simply a slice of pizza, it just has to be elevated to a new level - a fully immersive experience. And that level consists of more than just the food element - the atmosphere, ambience, service, comfort, value for money and memorability - all of these counts.

“We try not to be influenced too much by what is “in” as trends do come and go,” said the LEVELS team. *“We would prefer to create a unique experience that may not be in demand in the current market. It takes a lot of two-way exchanges of ideas, vision alignment, conversations and building trust with owners and clients to achieve this.”*

In fact, one of the key design features that was on display was the flushed cocktail bar design that anchored the booth space and acted as the focal point between visitor’s experience and unadulterated service. The synergy between back-of-house and the front-of-house was in full show mode during the “Aperitivo Afternoon” as visitors witnessed the process of cocktail making without the traditional and confrontational bar height counter. In other words, the design breaks down the “wall” between patrons and bartenders, giving guests a glimpse into how drinks are being made while making bartenders more accessible.



PARTNERING WITH THE RIGHT EQUIPMENT

A concept wouldn't be as successful without the right mix of equipment. LEVELS believe that in order to deliver a total dining experience, *"performance and the ability to take a risk with bold ideas while prioritising innovation"* should be a consideration to any foodservice professional in the industry.

Where food is concerned, using a combi-oven paired with a blast chiller allows chefs to make multiple types of dishes. In order for such quick changes and allowance for efficiency to take place, the dishwashing area should be given equal emphasis to facilitate the correlation of front and back-of-house which is proven pivotal in assuring smooth service in any F&B setup.



CHALLENGES IN THE FOOD INDUSTRY

LEVELS identifies some of the challenges in the industry to be F&B establishments that hinges over a personnel rather than a strong brand and concept. Chefs may attract instant gratification but there are higher chances that they might leave when they find better opportunities. On the other hand, there are projects that don't always go as planned due to initial reactions to cut cost. That affects many chefs or restaurateurs in the industry.

As a stakeholder, LEVELS strives to prevent such *"disasters"* from taking place. LEVELS becomes a confidant, an advisor, a partner, one that takes care of the business and a steward of the vision set from the get-go. Even when personnel or operational changes occur, the next one in the line shall not encounter any problem picking things up where the project was left off.

About LEVELS Studio

LEVELS is an F&B experiential design studio that specialises in the conceptualisation, design and implementation of memorable culinary experience in the hospitality world. Born from the DNA of their acclaimed parent company, CKP Hospitality Consultants, LEVELS has decades of experience and a wealth of knowledge from designing some of the top hospitality projects across the world. 🍷

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TECNOINOX: GROWTH COMES from SMALL BEGINNINGS



Tecnoinox's success did not come overnight. It is the result of consistency harvested over 30 years of experience in the manufacturing industry of commercial kitchen equipment. By staying updated with demands of the market through technological developments, responding to them, and acquiring direct experience and learning from the manufacturing process itself, Tecnoinox made a mark in the industry.



THE SMALL BEGINNINGS

Tecnoinox started with the smaller equipment for the commercial kitchen industry. Originally founded in 1984, the founding fathers - Mario Giacomini and Dario Colonnello were both experienced professionals in the commercial kitchen equipment industry. After working together for 30 years following the ideation, one of the two retired, transforming Tecnoinox into a family business.

Since then, the company slowly grew in production, reaching the now-production of quality combi ovens.

1984 - The Foundations

Tecnoinox began as an outside contractor with the processing of stainless steel. The preliminary experience led to the production of SALAMANDERS, the company's first equipment.

1998 - Tecno60 & Tecno65

The new modular snack line - Tecno60 and Tecno65 was produced. This was Tecnoinox's way of penetrating the smaller food service industry.

2001 - Tecno70

Following the market success of the snack line, Tecnoinox produced Tecno70 and made an entry into the medium sized food service segment.

EQUIPMENT makers of today



TAP professional combi oven with touchscreen

2005-2009 - Tecno90 & Tecno74

Tecnoinox successfully produced Tecno90 and Tecno74, an addition to its product range.

2011 - Ovens

The company decides to further respond to the market by producing TECNOCOMBI and TECNOBAKE. The full range of ovens combine technology, programming, energy efficiency, quality, and ease of use.

2015 - MOSAICO: The Compact Central Island

By reinventing modularity, Tecnoinox introduced a new concept of compact central island.

2016 - TAP® Oven

Tecnoinox produced the its first oven with a touch interface - TAP® .

2017 - TAP® Pastry Oven

The company produced a comprehensive oven for its pastry chefs.

equipment makers of today



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TECNOINOX:
GROWTH COMES
FROM SMALL
BEGINNINGS



MODULE: TAKING A DYNAMIC STROLL IN THE INDUSTRY



From the left: Martina, Mario and Riccardo Giacomini (Commercial Director, Owner and Technical Director)

Luckily, we also managed to catch up with Tecnoinox' Sales Director, Martina Giacomini, to find out more on Tecnoinox' holistic manufacturing process in the kitchen equipment industry.

Q: What is the philosophy of Tecnoinox in the industry?

A: I have to say our philosophy is different. Typically and historically, manufacturers sell equipment to distributors and distributors sell them in the market. Tecnoinox, on the other hand, wants to be of help to restaurants, hotels and catering services. We give support and product consultancy. More often than not, we do that through the different consultants and suppliers we have established a good relationship with.

We are equipment producers but we also want to focus on the end users. We don't want to "wash our hands off" after selling the equipment - we want to offer a continued solution to the end users.

Q: What is the current size of your company? Can you also tell us about your manufacturing plants?

A: We have 90 employees. Currently, we have two manufacturing plants located in Italy. One production plant is dedicated to the production of semi-finished products (we cut and bend stainless steel foils or tubes), while the other is an assembling plant. Attached to one plant we also have offices where research and development (R&D), quality control and purchasing are taken care of. We decided to manufacture in Italy because that's where most of our raw materials come in. Our components, on the other hand, come from Germany, Italy or Switzerland.

Q: What are some valuable lessons Tecnoinox has learned from the commercial kitchen equipment manufacturing industry?

A: There's one thing I have learned and that's simply this - your product is nothing until it is tested in the market. Truth is, one market is different from the other. What appears good in the Western world may not be good in Asia. A particular product may be effective for restaurants but not a cooking center.

Having said that, we need to prioritise the user above anything else. We first need to identify the product user in order to segment the product.

Q: What are the protocols or principles that are applied in Tecnoinox's manufacturing process?

A: Tecnoinox makes sure every step is taken care of in the production process. Our production starts from the stainless steel blank - we cut, press, stamp, and weld it. Our engineers work closely in this process of transforming stainless steel sheets into semi-finished products. We believe this is a way of advancing the technology in the industry.

Q: What are the factors Tecnoinox consider when making equipment for the commercial kitchen industry?

A: Any equipment has to be reliable and performing. More than 99% of Tecnoinox products that go in the market have no claims because we constantly evaluate and perform quality inspection on our products. We have learned that in the manufacturing process, you cannot solely focus on a product's technical features - these are often taken for granted. Instead, focus on the benefits. Giving real time benefits to ends users should be a priority - they need to understand why they are buying our products. This is where we place our focus.



Mosaico



Tecno74



TAP professional combi oven with touchscreen on its base

Q: What are some of the features that makes Tecnoinox's equipment different from other equipment manufacturers?

A: Here's what we believe in - an equipment should always prevent users from losing time! With this mind, we ensure that the equipment we produce are easy to use, quick, and is able to produce more quantity of food with a better quality using less time.

Q: What are your current expansion plans?

A: Presently, we are paying a whole lot of attention to IT and technology applied to the equipment we produce. This hand to go in hand with our manufacturing edge. In fact, the current features we work on incorporates wifi and will enable users to monitor the equipment remotely and easily keep in touch with our ovens.

Also, we want to be able to pay attention to the key markets where we see potential growth. Relying on our distributors who are established in the local markets to market products on our behalf is not a sustainable idea - we strive to establish relationships with the local players in each market so we can keep up with the dynamism and growth of the Ho.Re.Ca. business. Be it users or consultants - as a company, we are stepping in to engage. Currently, we are working on Tecnoinox's local presence in Singapore and Hong Kong. Outside Asia, we are working on Italy, France, Spain, and a new project in Colombia.

Q: How does Tecnoinox intend to impact commercial kitchens in the future?

A: That's a tough question. I have to say, the impact depends on the way you see your products and objectives, while considering the challenges in the market. These days, we talk a lot about different types of kitchens - these are not just cooking centres or restaurants. As we pace through a time such as now, we need to see how we can auto-liaise with the new concepts and types of restaurants.

As an equipment manufacturer in this industry, we want to be able to imagine how food can be cooked, stored and regenerated in the latter stage. Do we need more labour for the process or simply rely on automation? Could we avoid employing too many staff and lower the food cost while not affecting the product quality?

As a brand, Tecnoinox also wants to work closely with the producers of blast chillers and other technologies that share an important part in the process of food preservation. Its not only about Tecnoinox' equipment, we need to focus holistically on the entire cooking process. How can users make their business more profitable? That should be the rationale of the now market to step into the future.

Conversing with Martina from Tecnoinox certainly gave us a valuable insight on how the commercial kitchen equipment manufacturing industry works. 🍴

For more information on Tecnoinox, you may visit:



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 Website : www.tecnoinox.it



Dear readers,

It's me Toby! I am the HMEP mascot and it was a pleasure meeting some of you hospitality aficionados around town.

Some of you have met me again recently since the first time and thank you for the weight loss compliments. I normally travel in a special "case" (Was mistaken as a an "exclusive wine" at customs as well) and have been travelling around Asia a fair bit.

Having been in the industry since December last year, I thought to reintroduce myself with this letter. I have been going out all out to meet people, share news, learn new products and techniques.

It has been a blast but I want more! So, if you have news to share and can't wait to shout it out, drop me a line at info@miseenplaceasia.com

Don't be surprised if you see your news and products featured.



Here,



here,



or even here!

P/S. It's all still me. Which angle do you think I look better in?

Anyways, check out some of my escapades as I load more videos in the coming months.

Signing off for now,

Toby Mep

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Before



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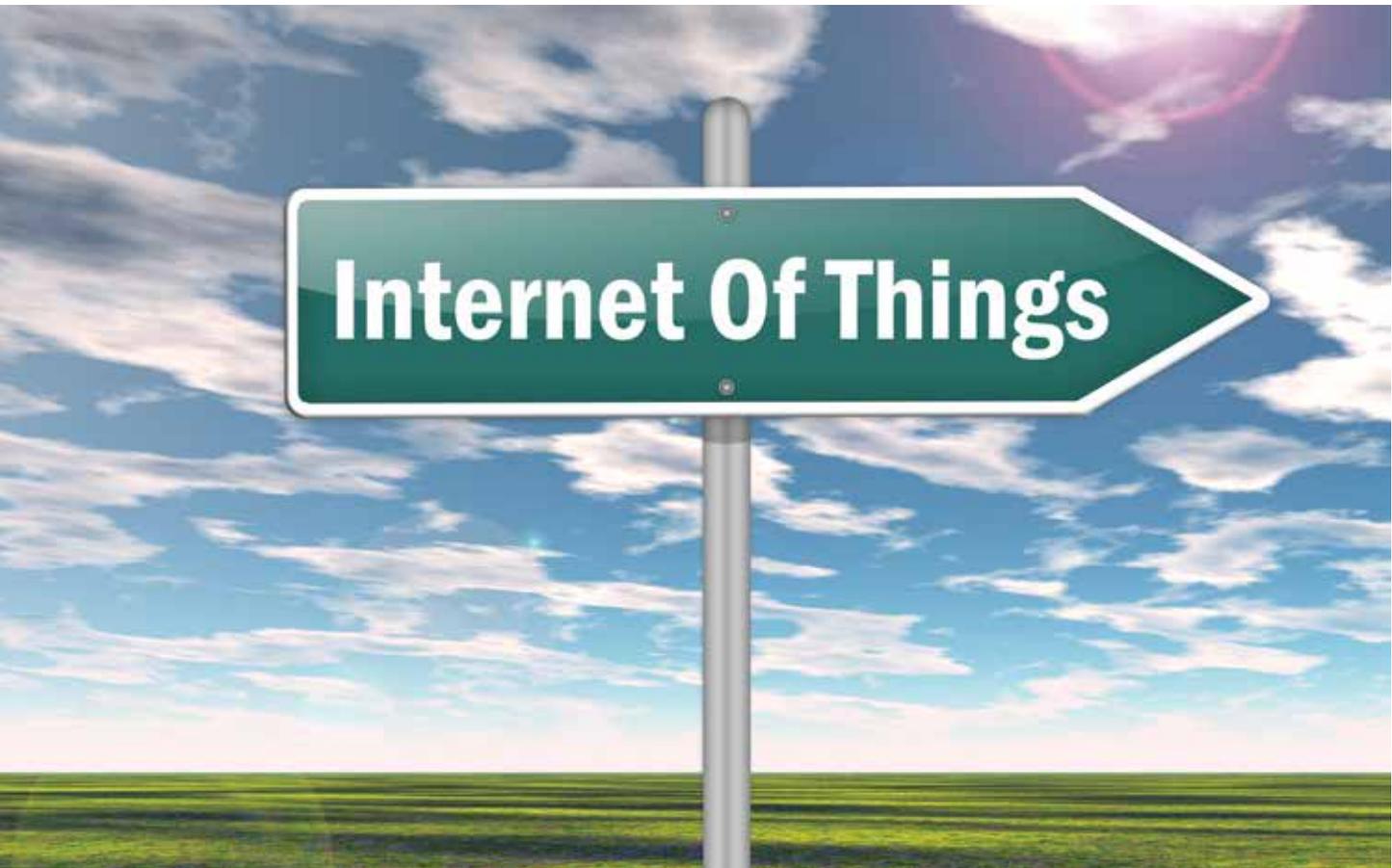
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the INTERNET of THINGS (IoT)



Efficiently Easing Restaurants Into The Future

The Internet of Things, or better known as IoT, has been taking the world by storm and dominating headlines across the globe lately. No longer just a mere concept, IoT is the next logical civilisational step. With continuous advances in technology, we become more empowered by our wearable tech and mobile devices, all of which make up a comprehensive network of helpful utilities and knowledge bases. The only difference now is, IoT will allow these devices to act on our behalf instead of waiting for us to make the first move.

To put it more simply, the Internet of Things is a medium to connect anyone and anything to the World Wide Web. This goes beyond already linked devices such as computers, mobile phones and hi-tech machinery to now include everything from coffee machines to hair dryers. In other words, the Internet of Things takes “dumb” inanimate objects and makes them smart, thus enabling everyday

devices (like fridges, watches, lighting systems) to provide high levels of digital intelligence data between the inanimate object and the user, without any human intervention. These ordinarily inanimate objects with “a mind of their own”, in form, will relieve us of all those tiring, mundane troubles we are often overwhelmed with.

The power and potential of IoT has already allowed ordinary citizens to enjoy smart homes, smart cars, smart offices and even smart kitchens. Today, we have refrigerators that inform us when we are low on butter or mobile monitoring cameras that allow us connect over a cellular or wireless network to monitor our valuables anytime, anywhere. Now imagine what the Internet of Things can do for a restaurant and its entire operations!

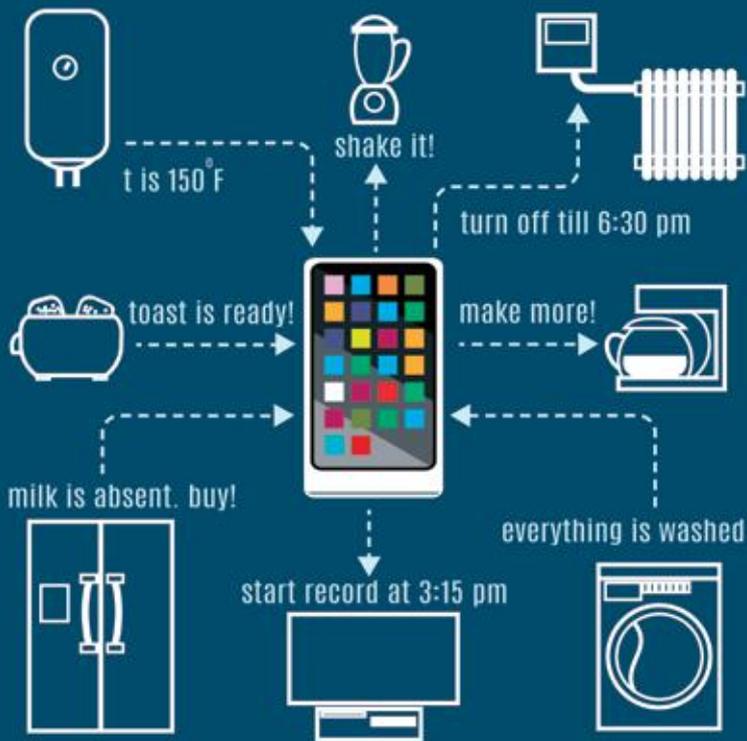
SOLUTION providers

A CONNECTED RESTAURANT

Like many other brick-and-mortar businesses facing fierce online competition, restaurants are under increasing pressure to deliver much more than just a great meal. The diners of today expect a more convenient, engaging and seamless dining experience than ever before, and restaurants are turning to technology to meet this demand.

To deliver a richer dining experience for customers, many restaurants today have embraced the Internet of Things to gain a firm handle on daily operations, inventory, resource and energy management, speed and accuracy of service, quality and safety of food, wastage prevention and, equipment maintenance.

From the Front-of-House to the Back-of-House, below are some examples of how IoT has created a new wave of connected restaurants through gadgets and equipment via the World Wide Web. 🌐



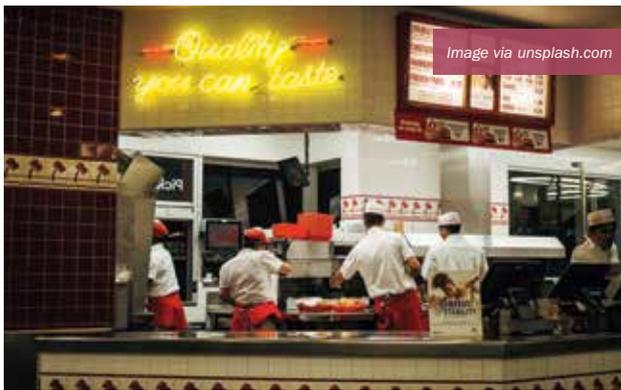
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the digitally-linked FRONT-OF-HOUSE

IoT Solutions That Can Help Restaurants Improve Services

A customer's dining experience usually begins by perusing a restaurant's menu and ends with paying the bill, whether at the table, cashier counter or online. In an IoT connected venue, this dining experience is now digitally enhanced, and diners are now able to enjoy the power of IoT in the restaurant industry. To create a digitally-linked Front-of House, here are a number of IoT solutions that some restaurants around the world have adopted to create an efficient restaurant and improve customers experience while driving sales and raking in the profits:



DIGITALISED MENU BOARDS

Restaurant chains and QSRs are among the pioneers of digital menu boards - screens (usually located above-the-counter) that display menu options and product advertisements in bright, bold graphics, revealing more content through a slideshow than a static board would allow. Designed specifically to increase sales and marketing, restaurant operators can run ads and modify menu contents at different times and changes can be simultaneously launched or scheduled ahead of time using software connected to the screen. A good example is Burger King's digital menus which are linked via cloud technology, enabling the chain to make global changes to pricing and content from a centralised content management system (CMS).

MOBILE APPS AND SMARTPHONES

Restaurants today are undergoing a tech-makeover as customers are constantly trying to involve smartphones and mobile app technology in all phases of their dining experience. Today, a customer can order and pay for their food straight off a restaurant's website or mobile app and have the option of choosing to self-pick up, home delivery, or even enjoy the meal at the restaurant itself.

The first fully automated restaurant in Malaysia, grEAT offers customers some of these options. The waiter-less restaurant requires customers to place their food orders via the WeChat app and can then retrieve their orders, which are kept warm within a vault, upon arrival. The vault is labeled with a username which is unique to every guest, and once the given passcode is key-ed in, the meal can be retrieved. Customers can opt to dine in the restaurant or take-away the dish.

TABLETOP SYSTEMS

Similar to the concept of online food ordering, some restaurants are replacing paper menus with tabletop tablets and iPads to display their digital menus, allowing customers to place their orders - and even pay for them, right from the comforts of their table. Through these tabletop devices, customers can also find more add-ons and promotions as well as information on the meal's ingredients and nutritional aspects. As an added bonus, some tabletop tablets even come loaded with games and entertainment for added value.



Japanese Sushi Chain, Sakae Sushi have installed iPads on every table, allowing customers to place their food and beverage orders by browsing through the menu displayed on it. It also lists the items that have arrived or are being prepared. American casual dining restaurant chain, Chili's Grill & Bar have installed more than 45,000 tabletop tablets across its 823 restaurants in the US so that customers can place orders, play games and pay their checks right from their tabletop tablets.

Le Petit Chef in Elements, Kuala Lumpur at TREC has taken digital dining experience a step further, wowing guests through its innovative use of interactive table surface technology. This innovative augmented reality (AR) dining experience tells the story of a small animated chef who is projected onto the dining table using 3D project mapping technology and proceeds to 'cook' their food, on their plates in front of them. The actual meal crafted by Chef Jeff Ramsay is then served at the end of the show to bring to life the animated story.

QR CODES

A great way to market your restaurant while improving the way your restaurant patrons connect with your business is through the use of QR codes. As a natural extension of the traditional barcode, QR codes (short for Quick Response) made up of an array of black and white squares are typically used for storing information or URLs about your products for scanning and reading through a smartphone's camera. You could include a QR Code on your restaurant menu to show off images of your mouth-watering dishes and information related to the dishes, place QR codes on the table or table tents to get more followers on social media, or even print a QR Code on your receipts or check holders to collect feedback from your customers. You could even share your restaurant's coupons on limited offers, deals and promotions using a QR code and have customers place an order and pay for their meals cashlessly.

Image via Pixabay



Mobile app Fave has recently introduced its new Table Ordering service for diners in Malaysia and Singapore. By scanning a QR code at the table, customers will be able to browse through the menu, place an order and pay for the meal cashlessly with the Favepay app. The service was introduced in April this year and have covered over 50 F&B merchants in Malaysia and Singapore including Murni Discovery, Naughty Nuri's, Frisky Goat Bakery Cafe and Home Noodle in Malaysia, and Gelare, Paulaner Brauhaus, Saboten and Tingkat Peranakan in Singapore.

SELF-SERVICE KIOSKS

Self-service kiosks in restaurants have made life easier and quicker for both restaurant operators and customers. Not only are long queues significantly cut down, making



McDonald's self-service kiosk. Image by Marco Verch via flickr

the ordering process much more satisfying for customers, self-service kiosks are also increasing sales. Unlike human employees, these kiosks never forget to upsell and when customers are presented with a range of optional extras, many will choose to buy more than they would have otherwise. Fast food giant McDonald's recently installed self-service ordering kiosks in many of their restaurant outlets around the world.



POS SYSTEMS

Before the advent of cash registers, most restaurants had little idea if they were operating at a profit or loss. Today, few restaurants operate without a POS system, an essential tool to streamline every operation within,

from orders and payments to ingredient inventory and employee management. A good POS system will allow a restaurant manager to improve on what's working and fix what's not.

SMART COCTAIL SHAKER

Known as B4RM4N, this smart cocktail shaker designed by the Magnified Self Crew is perfect for a restaurant's bar as it allows a user to make a perfect cocktail drink every time. This device must be connected to a Smartphone via Bluetooth, then with the help of a mobile application, the required proportions are added to the drink.

A digitally-linked Front-of-House allows the operations to run smoothly and efficiently. With IoT helping in the forefront, tables are turned faster and customers are happier. The great upside to these restaurant technologies is that they do not replace personal service, only enhance it. Servers can now spend more time engaging with guests instead of verifying their orders or running the bill back and forth. 🍷

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A TECH-SAVY commercial kitchen



IoT Solutions That Can Improve Commercial Kitchen Operations

Just like how the Internet of Things has revolutionised the Front-of-House operations through technology and connectivity, IoT solutions are also incredibly useful in commercial kitchens, where it is vital to have complete visibility and control over the daily kitchen operations. Equipment like stoves, ovens, deep fryers, refrigerators, walk-in freezers and HVAC systems all require regular monitoring for breakage, temperature, and compliance. As a result, restaurant employees are often compelled to check on them multiple times during the day and record data on temperature and energy consumption. This does not only affect productivity, but also hampers product quality and creates unwanted expenses in the long run.

Understanding the daily stress of running restaurants, KitchenConnect® by Welbilt puts the focus back on your customers, providing remote access to equipment data that allows you and your team to manage your operation more efficiently and more profitably. Delivering 24/7 kitchen equipment integration with IoT technology and monitoring systems designed specifically for foodservice, KitchenConnect puts the power of information to work so processes can be optimized, food quality and the guest experience can be improved, waste and equipment downtime

can be reduced, menus and software can be done remotely, and increased revenue can be realized. Actionable alerts to thousands of locations on 4 continents, 24 hours a day 7 days a week, put real time management at your fingertips. With information that responsive, useful and simple to use, you can take operations from average to great and realize benefits like never before. Welbilt's KitchenConnect gives you the peace of mind that even when you can't be onsite, information from your restaurant can be available 24/7/365 wherever you are.

In addition to digitally connected kitchens, by leveraging on IoT, kitchen equipment on their own can also give you visibility and control over daily kitchen operations. Sensors that have been embedded in these equipment picks up vital pieces of information and wirelessly uploads them to a cloud-based platform, where this data is analysed and sent back to the restaurant manager via a mobile app or other interface. These built-in sensors are also able to troubleshoot existing problems as well as anticipate potential equipment failures and proceed to alert you of required maintenance action. Below are some IoT solutions in kitchen equipment that can benefit a commercial kitchen.



SMART COMBI OVENS

Combi ovens make it possible for chefs to perform an impressive array of functions within a single piece of equipment. Not only does it cook food quickly, a combi oven also takes all monitoring and checking work off the kitchen staff's hands. It adjusts temperature, moisture and cooking time settings on its own, monitors the food's browning and degree of doneness, as well as save chefs the trouble of repeatedly turning pan-fried dishes. A great example is Rational's SelfCookingCenter®, the world's first truly intelligent oven.

BLUETOOTH TEMPERATURE MONITORING SYSTEMS

Complying with HACCP guidelines or checklists for food safety can be a cumbersome process. This is why many restaurants have started using Bluetooth temperature monitoring systems to ensure their food and equipment are up to par. Using handheld probes and fixed sensors, restaurants can manually or automatically measure the temperatures of their key assets in as little as four seconds. Customized limits for each food and equipment can be easily programmed and Managers can be alerted if any temperatures are beyond their acceptable threshold. These Bluetooth sensors can also wirelessly record temperature readings in a HACCP log so that employees do not have to, thus preventing staff from falsifying daily reports and simply eliminating paper logs altogether. Wireless temperature systems ultimately take a proactive approach to food safety, helping restaurants to avoid product loss and most importantly protect customer safety.

SMART REFRIGERATORS

The refrigeration unit is one of the most important equipments in an F&B business because this is where all the vital stocks are kept. With IoT technology, a refrigerator can become separate appliances - each shelf, drawer, and freezer section can be monitored and thermostatically controlled independently. "Incompatible" foods, such as cakes and pies, can be stored and cooled/frozen at different levels in the same appliance. The system can determine spoilage time, when food is supposed to be used by, if its chemical makeup changes (such as a marinade), and if pathogens are present. Some Smart refrigerators can even monitor inventory levels, which will then send alerts to the Chef or kitchen manager to order more stock when it runs low.

For more affordable options, restauraners can also install IoT temperature-monitoring devices or wireless IoT thermometers to ensure that the refrigerators are operating at optimum temperatures and the integrity of food items are kept intact. The Pine Garden Bakery and Empire State Restaurant in Singapore have both leveraged on these IoT refrigeration monitoring devices.



A TECH-SAVY COMMERCIAL KITCHEN

SMART FRYING PAN

Aptly named 'Pantelligent', this smart frying pan developed by a team of MIT engineers, has an in-built temperature sensor inside it that communicates with a Pantelligent smartphone app. Together, the pan and the app will guide you to cook everything perfectly - no more overcooked, undercooked, or burned food. Chefs will know exactly when the pan is at the right temperature, when it is time to flip or stir, and when the food is perfectly done.

EGG MINDER

Developed by invention platform, Quirky, an Egg Minder is wirelessly connected to your phone to help track the duration of each egg that it contains and how long it has been there in the tray. When the tray is opened, the smart device blinks an LED light next to the egg that's been in it the longest. Based on this, a Chef can decide whether to crack that particular egg or not.

DIGITAL INVENTORY TRACKING

The pen-and-paper method of tracking inventory in a commercial kitchen is now a thing of the past. Today, with technology and the integration of IoT, many restaurants have switched over to a digital inventory tracking system as this provides restaurant operators with better visibility of their main stocks. Through a mobile device, this digital software allows restaurant operators and kitchen staff to not only keep track of actual product counts, but also monitors theoretical inventory levels. With the help from POS data and recipes, the system can calculate how much inventory a restaurant should have on-hand based on the menu items sold and alert managers to any discrepancies from over-portioning, waste, and theft so that these issues can be resolved immediately. A good example of a digital inventory tracking system is Smart Inventory by Agile Solution Msc which easily monitors restaurant stock without the need for much manual intervention.

AUTOMATED PURCHASING TOOL

One of the biggest pain points for restaurants is not having enough food to serve. With an automated purchasing system that is linked directly to your inventory system, this digital tool can help managers stay on top of stock by alerting them when product levels are low. When inventory reaches a certain threshold, managers can enable automatic orders to be placed. The entire purchasing process can be managed through an app - from approving suggested orders to verifying invoices and even comparing vendor bid prices. With so much going on in a restaurant, it helps to have a purchasing software to keep an eye on inventory.



HVAC USAGE AND TEMPERATURE TRACKING

Energy costs in the food services sector are three times higher per square foot in comparison with other industries. But heating, ventilation and air conditioning (HVAC) systems are a particularly hefty energy and financial drain. Therefore, it is important to install a system that can monitor HVAC energy usage, as well as provide real-time alerts when problems arise. Suitable for hoods and ventilated ceilings in restaurants, Halton's M.A.R.V.E.L. Intelligent Demand Controlled Ventilation system which monitors by zone or kitchen block reduces exhaust airflow rates by up to 64%. For example, in a hood ventilation system, M.A.R.V.E.L. can adjust the exhaust airflow hood by hood and in a fully independent way. If just one cooking range is operating, only the airflow for that hood concerned will be automatically adjusted. The other hoods will continue to operate at a low flow rate. It works the same way with the zones of a ventilated ceiling. The Halton's M.A.R.V.E.L. system also regulates the exhaust fan speed to keep power consumption at a bare minimum, resulting in massive savings on air conditioning and on the electrical consumption of the fans.



FRYER OIL MANAGEMENT

Managing cooking oil and grease disposal in any restaurant is a dangerous, messy and labor-intensive task. For this reason, many restaurants have begun installing automated systems such as Welbilt's Frymaster FilterQuick® Oil-Conserving fryers with FQ4000 easyTouch® controls, Automatic Filtration (AF), optional KitchenConnect® IoT connectivity and optional Oil Quality Sensor. Be it gas or electric, Frymaster's oil conserving fryers take 40% less oil to fill; resulting in less oil used and less oil discarded into the waste stream. Since regular filtration is the key to extending oil life and to ensuring quality fried foods, Frymaster's automated filtration makes this process quick, easy and convenient. The FQ4000 easyTouch controller makes cooking and filtering simple and intuitive. The controller's fry station management features monitor and help control food and oil quality, oil life, and equipment performance. An optional Oil Quality Sensor monitors the health of the oil and indicates with great precision the true point that oil needs to be discarded.

In summary, IoT connected devices and equipment can make the running of your restaurant operations a whole lot more smooth and streamlined. Simply serving good food is not enough to keep a restaurant in business as it is the newest innovations and technologies that give restaurants the much-needed edge over the competition. Although these IoT connected devices and equipment come at a cost, the results that restaurants see in their business is well worth the investment. 🍷

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