

Evolution of Commercial Kitchen & Its Equipment

mise en place

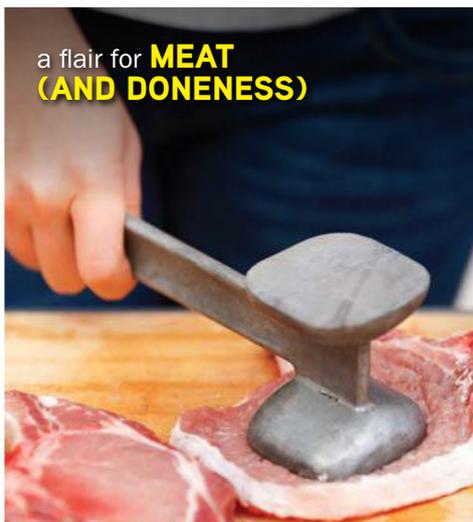


WILLIAMS: right FIRST TIME

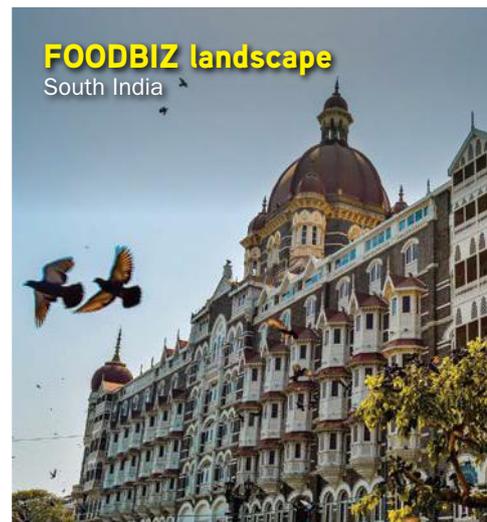


BUSINESS SENSE

STEAKHOUSE: READY FOR THE ASIAN PALATE



a flair for **MEAT**
(AND DONENESS)



FOODBIZ landscape
South India

**FESTIVES:
FUN-TIME OR
OPPORTUNITIES?**

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Kitchen & Its Equipment

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**EDITOR'S
note**

IT'S THAT TIME OF THE YEAR AGAIN...

Way back when I was working in an American casual dining joint, we received an order from an office about 15 kms away. The caller pleaded with our manager to see if we could send food out to them and their guests. This was before Grab, Food Panda and any other food delivery service had come about. They didn't have enough headcount for an on-site caterer and they could not leave the office.

Despite a limited menu as packing and delivering the food hot and fresh was an issue in addition to a high surcharge, they were happy and agreed to the terms.

Fast forward 20 years later, food delivery and eating out of pack boxes have become a way of life. This just goes to show that the industry will never fail as it is constantly evolving and it is important for you to recognise the changes in order to stay afloat. The American chain that I had worked for is still around but are not doing as well as they used to be and I don't think they have adopted the delivery service into their business still.

Today, you can order basically any food - even ice cream and cakes from an app and pay only a small surcharge. This opens a new market for businesses and the matter of distance or parking woes are no longer a hindrance anymore. We now see "CLOUD" kitchens growing around the city and younger startups are adopting these as a stepping point.

But these new trends also bring about questions like "What then happens to brick and mortar establishments? With less people dining in, should I then swap my dining area for a bigger kitchen? Or, will we see the end of some equipment that services the demands of the dining room?"

The answer lies in your business and how well you know your customers. People will continue to eat out, but their expectations will differ. Some comment that guests will demand a better experience, away from something they get in these packed boxes. Creativity and stellar service will be important.

To get the ball rolling, in this issue we have festivities highlighted in Solution Provider which you can take advantage of and plan for - diners spend more during festivities. We also take a look into the earliest cooking myths - meat over fire and how steakhouses are operating today as well as some of the last few adventures by the team in remaining few months of 2019.

As we welcome 2020, we would be featuring restaurants that have a unique setting or perhaps a food delivery box that delights the diner, wherever they are consumed. Until then, the team at Mise En Place and HMEP App and of course, Toby wishes all "A Merry Christmas and A Happy New Year!".





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FOOD & HOTEL MALAYSIA 2019: a year of BREAKTHROUGH



KUALA LUMPUR, 24-27 September 2019 - Food & Hotel Malaysia 2019 (FHM 2019), Malaysia's largest biennial food and hospitality took place at the Kuala Lumpur Convention Centre (KLCC) for four days, hosting a number of trade visitors, locally and internationally. With a breakthrough in exhibition size, number of participating companies, and number of trade visitors, it was not surprising that the exhibition successfully harboured business transactions in the food industry.

FHM 2019 opened its doors on 24th September 2019 with YBhg Datuk Isham Ishak, Secretary General, Ministry of Tourism, Arts & Culture, Malaysia, officiating the event. The opening ceremony was attended by Exhibitors, VIPs, Conference Delegates, Press and Media. The guest-of-honour later went on a tour of the exhibition.

This year, 10 mega halls in KLCC were occupied, including the newly opened halls - 6, 7 and 8. The participating companies garnered a total of 1,545 different brands from 77 nations and international/regional pavilions such as from China, Japan, South Korea, South Africa, Belgium, Taiwan, Turkey, Thailand, Singapore, Tunisia, and the USA. Most importantly, FHM received 30,080 attendees, with a total of 7,742 recorded business matchings.



Some notable highlights of the event were the Robotic food zone that showcased the adaption of state-of-the-art technology increasing the efficiency levels in the food industry; the 500 square metres of Agriculture pavilion representing 50 companies brought in by Agricultural Trade Promotion Center, affiliated to the Ministry of Agriculture and Rural Affairs, People's Republic of China; and a program hosted by VIP buyers to bring in top-tier buyers from across the ASEAN region.

NEWS!!

market, event & EQUIPMENT launch

Not only that, two reputable events were held concurrently at the exhibition - the prolific Culinaire Malaysia and the In4tec conferences. Culinaire Malaysia, The Malaysian Battle of the Chefs Competition received over 1,500 participants, while the In4tec conferences included seven informative conferences with an exchange of knowledge and business networking throughout the four-day event.



It's also worth mentioning that this biennial exhibition celebrated its 15th edition anniversary this year and received participation from its loyal exhibitors as well as newcomers from various countries. Especially as the benchmark of Malaysia's dynamic Food and Hospitality industry, FHM did not waver in delivering constant development to provide opportunities for exhibitors and visitors and incorporate newer range of highlights this year.



Considering the success of FHM, it is no surprise that the exhibition platform has become a strong and vital marketplace for buyers and suppliers alike, to source for business opportunities and flourish in the industry. Not only is FHM a platform that offers participants direct access to crucial buyers from the hospitality, restaurant and foodservice industries, it is also an ideal avenue for companies targeting the Malaysian market. That being said, we are looking forward to Food & Hotel Malaysia 2020! 🍩

For more information, you may visit <https://www.foodandhotel.com/>



FOOD & HOTEL
MALAYSIA 2019:
A YEAR OF
BREAKTHROUGH

FCSI-APD INDUSTRY
WORKSHOP:
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FCSI-APD industry workshop: KITCHEN HYGIENE and SAFETY



KUALA LUMPUR, 25 September 2019 - Held at the Mandarin Oriental Hotel, FCSI gathered a pool of professionals to bring forth a platform of information-exchange and a time of networking for the professional food industry in Asia. This time, the industry workshop centred at the topic of kitchen hygiene and safety, while tackling an all-rounded discussion on its impact to the food industry and beyond - logistically, sociologically, and environmentally.

FOOD SAFETY: ELIMINATE THE HAZARD, REDUCE THE RISK **By: Rachel Anne Meryment, HACCP Australia**

The session included the complete framework of food safety program, which consists of auditing, training, hygiene, vendor quality analysis, cleaning and sanitation, recall, and pest control. The speaker also expounded on the types of microbiological hazards that are caused by practices such as incorrect cook times and temperatures; inappropriate thaw temperatures; poor personal hygiene; difficult in cleaning equipment; incorrect storage temperature; and cross-contamination. Fortunately, these hazards are manageable through design, construction, process changes, and the change of equipment.

HYGIENE, TRACEABILITY & SAFETY

By: Michael Fuchs & Riyas Katayan, RATIONAL

Following, the speakers briefly explained how HACCP is founded on the health safety concerns of a product and not the quality of the product. HACCP, as an abbreviation for Hazard Analysis and Critical Control Points; is one that was conceived in 1960s when NASA asked Pillsbury to design and manufacture the first foods for space flights. Then, it expanded into all realms of the food industry, from poultry and meat to farm and fork. Among the core hygiene safety standards that were highlighted in this session are the principles of:

- Establishing critical control limited.
- Establishing a system to monitor control of Critical Control Points.
- Establish documentation and record-keeping.

The industry workshop participants also had a glimpse of how RATIONAL plays a role in the broader kitchen ecosystem view, where the cooking and hygiene management fits in. The features that play an essential role in enabling the eco-system is maximum temperature limiters, automated cleaning and care system, and cleaning chemicals formulated with hygiene and safety in mind.

IMPORTANCE OF FOOD CORE TEMPERATURE

By: **Bernard See, RIEBER**

The next session was an interesting presentation on the importance of food core temperature, food poisoning and the tracking system essential to combating the issue. Some issues discussed in the session were “*what temperature is exactly safe*”; understanding the bacteria count; how pathogens are the causes of food poisoning; and the importance of cooking food thoroughly. One thing we have certainly learned from the session is the fact that food or ingredients exceeding 100,000 bacteria is classified as danger zone!



FOOD WASTE MANAGEMENT

By: **Rudolf Kitzbichler, MEIKO**

The session started with a waste hierarchy that shows how waste in the food industry often ends up in landfill. But with MEIKO's Green loop, this can be controlled. With a combination of systems and solutions such as grinding and dewatering; digester; composter; and grinding together with collection tank and lorry to biogas plant; the weight and volume of waste is reduced, producing renewable energy and converting waste into organic fertilizers. While some countries are still adopting some of these approaches, sustainability from the aspect of waste handling remains to be a key issue in the food industry.



The industry workshop continued with a panel discussion moderated by Hotel Operator & HACCP consultant, Suresh Vanalia of Tri-Arc. The panel explored constructive ways of maintaining hygiene and safety standards with the ever-pressing need for value engineering. The session ended in the late evening with a time dedicated to networking and cocktails by the Pool - Aqua Restaurant & Bar. We have never failed to have an insightful time at FCSI's industry workshops, and we are definitely looking forward to more! 🍷

For more information on FCSI, you may visit <https://www.fcsi.org/about-fcsi/divisions/asia-pacific/>



HOSTMILANO 2019

HOSTMILANO 2019 CONFIRMS THE EXHIBITION AS THE INTERNATIONAL HUB OF THE HOSPITALITY SECTOR

The 41st edition of HostMilano, the world's leading hospitality event, organised by Fiera Milano, was a unique edition, welcoming global professional operators and attracting over 200,000 visitors, 40% of whom were international attendees from 171 countries. As well as originating from European countries such as Spain, Germany, France, the United Kingdom and Switzerland, there were particularly large delegations from the USA, China, the Middle and Far East; even from the Fiji Islands or Nicaragua.

A LIVELY EXCHANGE BETWEEN EXHIBITORS AND OPERATORS

Continuing the visit of the halls which animated the entire exhibition district in a cosmopolitan environment characterised by a mixture of languages from five continents, visitors were able to experience innovation first-hand, exploring prototypes and products to discover their smarter, more advanced functions. The companies organised demonstrations and informed tasting lessons with experts who supplied targeted insights to support the efficiency of the technologies presented, developing an approach that was not only commercial but also cognitive.

"At HostMilano, our aim is to find products and solutions that help us redefine the concept of luxury in our facilities - explains a spokesperson for Four Seasons Hotels and Resorts (USA). Today, in fact, luxury is a matter not so much of economic exclusivity as of experiential exclusivity. The extensive ranges on display at Host allow us to navigate trends and find innovative products that meet this need".

"Italian hospitality has been popular in Japan for many years - comments Masuda Brick (Japan) - but in recent years we have seen an evolution: more and more chefs and culinary stars understand the difference between Made in Italy and Italian Sounding and are demanding Italian machinery and ingredients. At HostMilano, we find everything necessary to satisfy this demand, along with an extensive selection of international proposals".



A TWO-YEAR JOURNEY CULMINATING IN EXCLUSIVE PREVIEWS

Numerous innovations were presented at the exhibition and this attention to innovation is consecrating Host increasingly as the platform for presenting trends, new ideas and prototypes. It was a moment for members of the industry to discuss and mutually enrich each other.

Examples of innovation include more sustainable dishwashers, which use the steam generated to heat the water, 'digesters' that allow the processing of organic waste directly on site with a view to circular economy, multifunction ovens that incorporate the Internet of Things to manage even complex functions such as HACCP data or state-of-the-art analytics software that allow chains to optimise and orient resources thanks to the real-time monitoring of a fleet of coffee machines. In furnishings, the revival of wood becomes more sustainable thanks to patented technologies to obtain new 3D effects with very thin layers. Overall, almost all of the 2,249 Italian and international exhibitors presented an exclusive preview at Host 2019 of the innovations that are going to characterise the hospitality and out-of-home sectors over the next two years.

The event that expressed innovation in the hospitality sector at the highest levels was undoubtedly SMART Label - Host Innovation Award, the award promoted in partnership with POLI.design and with the patronage of ADI - Associazione per il Disegno Industriale. The dedicated exhibition area where the winning products - 6 Innovation SMART Labels, 3 Green SMART Labels, 47 SMART Labels and 5 Special Mentions By Iginio Massari - were presented, in an essential layout designed to enhance their characteristics, was a huge success.



A LINE-UP OF BIG NAMES AND OVER 800 EVENTS FOR ALL TASTES AND ALL “LANGUAGES”

Host 2019 also proved to be a unique opportunity to share skills and experiences in a programme of over 800 events and thanks to partnerships with industry associations, which involved professional consultants and experts from all over the world, touching on key issues such as sustainability and technologies 4.0 such as Artificial Intelligence and the Internet of Things.

Among the seminars, the Design Talk meetings in partnership with POLI.design met with great success, focusing on topics such as the challenges of hotel design, luxury or wellness & lifestyle, and events in the Food-Technology Lounge, organised by ANIMA-Assofoodtec and EFCEM Italia, were also well attended, with in-depth examination of technical aspects such as new regulations and their impact on technologies. The meeting between technology and creativity at Restaurant Engineering by APCI, the meetings on the future of Food and Hospitality with the international consultants of FCSI were also very successful. The showcase on innovation in coffee by SCA Specialty Coffee Association and the focuses on mixology and bartending, with new aromas and opportunities offered by new equipment, with professionals and experts from FIPE, Mixer and Planet One, completed the picture of a truly complete and in-depth training.

Attendance levels matched those of star-studded event and audience participation reached stadium level for the captivating competitions, demonstrations and show-cooking with star chefs, experts and masters of the various disciplines. The big names present included: Michele Biassoni, Alessandro Borghese, Antonino Cannavacciuolo, Gianluca Fusto, Davide Oldani and Bruno Vanzan. The new event Pasticceria di Lusso nel Mondo by Iginio Massari was particularly successful: the stage was graced by twenty of the biggest Italian and international names from countries such as Belgium, France and Japan, such as Davide Comaschi, Gino Fabbri, Pascal Lac, Pierre Marcolini, Lucien Moutarlier and Norihiko Terai, personally selected by Maestro Massari.

Eight national and international competitions were held at Host 2019. The Panettone World Championship declared Alessandro Slama's panettone, from "Ischia Pane" in Ischia (Naples), the best artisan panettone in the world. In the quest for the Espresso Italiano Champion, Bolognese youngster Stefano Cevenini overtook competitors from the United Kingdom, Japan and Taiwan in the final, while the Gran Premio della Caffetteria Italiana crowned Paolo Rossi.



The Italian team came second in the Cake Designer World Championship (with Poland first and Peru third). Italy was also awarded the Critics' Award by the press. In the increasingly popular field of Latte Art, the Milano Latte Art Challenge went to South Korean Um Paul while Manuela Fensore won the World Latte Art Battle Championship. Japan won the World Trophy of Pastry, Ice Cream and Chocolate, followed by the teams from China and Italy. Lastly, the Italian team scored a double win at the European Pizza Championship, where Valentina La Porta's victory was accompanied by her father Salvatore's second place. Both prize-winners are from the pizzeria Al Posto Giusto in Castelli Calepio (Bergamo). 🇮🇹

The next edition of HostMilano will take place at fieramilano from **22nd to 26th October 2021**.



our take on HOST - COLOURS, SUSTAINABILITY & TECHNOLOGY

The weather was slightly wet in Milan this year but that did not dampen our excitement to see what HOST Milano 2019 had in store for us. The industry's biggest show event that started on the 18th took place at Fieramilano with 14 exhibition halls and HOST never disappoints when it comes to the industry doing their best for this biennial show. With so much to see and learn, here is our take on the event this year.



TAKING OUT THE TRASH - THE ECO WAY!

Sustainability remains the forefront for many as manufacturers rolled out solutions for the industry.

The Jury selected 3 products worthy of the Green SMART Label recognition, for products with a high level of innovation and distinctive characteristics in terms of energy saving, environmental compatibility and eco-sustainability:

	Motivation	Reference Sector	Company
V'Eco	Social and environmental sustainability	Bar, Coffee machines, Vending	de Jong DUKE
ECODYGER	Social and environmental sustainability	Tableware	ECODYGER SRL SOCIETA' BENEFIT
CANOPY	Social and environmental sustainability	Furniture	LSA International

MEIKO Green Solutions

The familiar blue "Meiko" sported a different colour with the introduction of MEIKO GREEN Waste Solutions GmbH. This new company provided an extension to the company's effort of not only providing dishwashing and clean solutions but also solutions to the efforts of proper food waste management. Among one of its main concerns were working out a smart and safe way of transporting waste out of a commercial kitchen.

We will be looking at their complete solutions - coming up in our future issue in 2020.

For more info, visit www.meiko-green.com

Other events in our sights at the show included:

SOFINOR SAS - Sorting Furniture With Integrated Weighing

Although its cabinet design is seen as simple and what we would normally see as a standard waste opening, it's playful and friendly outlook encourages a recycling and waste segregation practice.

Among its benefits are:

- Screen indicating the amount of food thrown
- Smart System of bins with castors
- Hygienic : easy to clean
- Ergonomics : Lifting ramp - no waste handling
- Convenient : information transferable via Bluetooth in Excel Format.





COLOURS GALORE

We can no longer associate grey/silver tones as the staple colour in a commercial kitchen. Bright hues of red, orange and even pink are now offered as options in a number of commercial equipment. This is something that is very much influenced by how the gig economy plays a role.

As the gig economy creates trends around in everything we do (cloud kitchens, co-working spaces) open kitchens being the center of attraction must not only function well but also look good. Eateries are now eager to offer a glimpse of their kitchens to welcome top paying customers. These demands have changed the kitchen environment as evident by the array of colours that we saw at the show - from beautiful patterned meat slicers, bright coloured coffee machines and vacuum machines to mixers were some of the eye-catching trends. Even larger equipment such as cooking ranges now offer a range of colour options for users.

TECHNOLOGY - One Egg At A Time

The Eggcheff Cooker and The Eggcheff Scrambled presented a simple and cute solution to the breakfast line-up.

An egg, whole and in its natural form after just about a minute in the Eggcheff Cooker comes out fresh, perfectly soft, medium or hard boiled - all with just a press of a button. And for those who prefer a scrambled egg version - there is an Eggcheff Scrambled.

All users need to do is beat the egg into a cup, add in ingredients of choice and pop it into the machine. The Egg Scrambled adds a spoon to the cup automatically to fluff it and in a minute, you will be served with fluffy and fresh scrambled eggs!

But more than just the newly presented Eggcheff, HOST has always been the event that showcases the latest in technology. In our opinion, there wasn't much cutting-edge technology on show this year, but rather, it was apparent that improvements are in motion for many existing solutions out there.

Faster, better, easier, cleaner and of course all with the ability to communicate between man and machine (via IOT - Internet Of Things) tops the agenda when it comes to what manufacturers are focusing on this year.

LIST of winners.

- Alto-Shaam
- Angelo Po Grandi Cucine Spa
- ATA
- Beanscorp Co., Ltd (T/A CAFFLANO)
- Bevco Srl
- Blupura Srl
- Bravo Spa
- BURLODGE SRL
- Calligaris SPA
- CastelMAC S.P.A
- Cellografica Gerosa Spa
- Churchill SPA
- COMENDA ALI GROUP SRL
- CONTRAL SRL
- Dalolindén AB
- Dishcovery srl
- Duvall Espresso
- Eggcting Products
- Electrolux Professional Spa
- Epta
- ETC GROUP S.r.l.
- Eureka - Conti Valerio Srl
- Euroengel srl
- EVCO SpA
- FABBRI 1905 SPA
- GASTRO PRODUCTION s.r.o.
- Gastros Switzerland AG
- Iberital
- Ifi S.p.A.
- Klarco S.r.l.
- KRUPPS SRL
- kukki GmbH
- La Marzocco S.r.l.
- MC FORNI
- Moretti Forni Spa
- NEXT COOKING GENERATION SRL
- NEXTIS4US
- NSF International
- Pengo SpA
- QUALITYFRY
- Rancilio Group S.p.A con socio unico
- RATIONAL Italia srl
- RCR Cristalleria Italiana spa
- Rieber GmbH & Co. KG
- ScanBox
- Schneider GmbH
- SCOLARO PARASOL
- Smeg Spa
- SOFINOR SAS
- Spinoco Czech Republic, a. s.
- StableTable Scandinavia AB
- Stronghold Technology
- Tea Quiero International B. V.
- Tech Life
- tecnobeverage srl
- UNOX s.p.a.
- Zerica srl
- ZUMMO

Overall it was a good show with practical and real solutions addressing our needs in the foodservice or HoReCa industry for better control and better productivity.

In the meantime, you can visit <http://host.fieramilano.it/en> for more info and we look forward to HOST 2021 to lead the way! 🐣



Take a quick peek of our trip to HOST Milan 2019!



FCSI 2019

FCSI'S 2019 START ME UP INNOVATION AWARDS: WINNER ANNOUNCED

On Sunday 20 October 2019, in a final round of live judging at the FCSI booth at HostMilano 2019, **the SCRAEGG Pro unit from SCRAEGG GmbH beat fellow finalists Print 2Taste and Tablee to become the ultimate winner of FCSI's inaugural 2019 Start Me Up Innovation Awards, sponsored by Electrolux Professional.**

From the 27 start-up companies that originally entered their exciting new products into FCSI's 2019 Start Me Up Innovation Awards, the SCRAEGG Pro unit from SCRAEGG GmbH and the Tablee platform from Tablee had one chance to impress judges and make a final pitch to win the coveted trophy.

The three finalists had 10 minutes on stage each - five minutes to present and five minutes for questions - in a Dragon's Den/Shark Tank-style format. The judges, consisting of five FCSI Professional member foodservice consultants and the Design Director of Electrolux Professional, then decided on their winner over lunch.

Chris Rapp from SCRAEGG who can whisk and heat eggs soups and porridge to 96°C using a patent-pending steam nozzle, was presented with the award later that evening during FCSI's Sponsor Recognition Party at the ' & Restaurant' in Fiera Milano.

The Awards, sponsored by Electrolux Professional, was launched in May 2019 to celebrate innovative ideas from start-up businesses with the potential to have a game-changing impact on the commercial foodservice, beverage and laundry industry. 27 start-up businesses across the world entered the awards, with product entries as diverse as plumbing equipment, automated cocktail makers, 3D food printers, apps, cloud-based kitchens, washing technology, food waste devices, robotics and commercial rotary convection ovens. Entries came from Brazil, Egypt, India, Iran, Malaysia, Belgium, France, Germany, Italy, Slovenia, Spain, UK and the US.

"The Start Me Up Awards reflects FCSI's proud commitment to innovation in this industry," says Nick Vaccaro, Executive Director of FCSI Worldwide. *"It has been an exciting campaign, with so many great entries and I look forward to seeing what the future holds for the overall winner, SCRAEGG, and the other finalists."*



Alberto Zanata, CEO of Electrolux Professional, echoed this sentiment. *"We are proud to support this Awards, which reflect Electrolux Professional's commitment to innovation in foodservice, beverage and laundry. The Awards have a worthy winner in SCRAEGG, but all of the finalists presented excellently and all three have exciting products."*

In receiving the award, SCRAEGG's Chris Rapp said: *"For us, this is a very big thing and an honour to win. It proves that our concept is a genuine innovation, but for an organisation such as FCSI to see our great potential makes me proud. I thought the organisation of the event was great from the beginning to the end. It was so easy to enter and it never felt like hard work, even during the presentation stage. It was a great outcome for us."*

In summation, the judges described the winner as *"a brilliant idea"*, praising the SCRAEGG Pro unit for its *"accessibility to everybody"* and *"interesting use of technology"*. The judges said it was *"beautiful in its simplicity"*, offering *"almost limitless possibilities"* and was most exciting *"because of its scalability"*. 🍷

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

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FSP DINNER - COMING TOGETHER for the industry

FoodService professionals from around Asia and afar was thoroughly *en"thai"ced* with good company and great flavours at the Food Service Professionals Fellowship (FSP) dinner on the 15th of November 2019. As the host for the night, CKP Hospitality welcomed the largest crowd in attendance for the semi-annual event; 180 guests beat the traffic in KL on a Friday evening to gather at RAMA V - a fine dining restaurant that offers both traditional and modern Thai flavours.

To get everyone in the mood to unwind and relax, the restaurant was set up in a romantic and relaxing way with intimate details such as special chocolate gifts, elaborate table setting which included tuberose centerpieces, and spiced-chocolate bars with dedicated seat placements planned by Bobby Anwar of LEVELS Studio with music from the 80's playing in the background.

The event had begun with a unique appetiser - magician Andrew Lim, a competitor that wowed the judges at both *"Asia's and Britain's Got Talent"* mingled with the crowd, and stunned both fans and skeptics before dinner with quick magic tricks before stepping on to the stage for an encore to showcase his talent as a mentalist to the room.

Mr Prakash Alagu of CKP, the emcee for the night then invited Mr Alburn William, the founder of FSP, who thanked everyone present and expressed his gratitude for the encouragement with the huge turnout as this showed that the industry in this region is one that is well-connected and of great comradery.

As with the 2 previous events hosted by Meiko and MKN respectively, the night also showcased a forum with panel members invited from the floor. Leading the panel and acting as as moderator, Alburn invited Pn Shariffa Jari of Dishes, Mr Rich King Teh of Alto Sham, Mr Gunalan Ganesan from Halton, Ms Millie Chan from RATIONAL, Ms Katty Lai from Mise En Place, and also Mr Stephen Trood from Beech Ovens to join the forum. The members on stage shared their trials and tribulations in the industry, the challenges in today's economic climate as well as their hopes and expectations for 2020.

The final item on the menu was the introduction of the new council members for the Fellowship. In line with the spirit of the fellowship, Alburn welcomed industry players to step up and volunteer themselves as new council members as the original council members have completed their respective terms and the time has come for new members or new blood to carry on and share the passion in building a unified front for the profession.



Prakash and Millie have both stepped up to the plate to take over the mantle from original council member Alburn and Mr. Rudolf Kitzbichler of Meiko respectively. Existing council members from Winterhalter, MKN, and Halton will continue to serve on board. Attendees were welcomed to submit their names to Prakash or any of the other council members if they were interested to carry on the mantle.

The next FSP dinner that is to be hosted by RATIONAL is planned for May 2020 with a date yet to be announced. As expressed by Alburn, *"We hope that all present will continue to strive and improve the industry for the benefit of all!"* 🙌

Till May 2020, may the FSP spirit stay strong!



THE ALL NEW BOTTLE WASHING SYSTEM



Be it cafés, bars, hotels or restaurants, more and more restaurateurs are taking advantage of the benefits offered by filtration systems to serve their guests water in their own bottles or carafes. Winterhalter has developed a solution for this: any UC Series warewasher can now become a bottle washing system with the bottle rack and a special adapter. The rack features a foldable bottle centre and can therefore hold many different types of bottles with a diameter of up to 100 mm. The specially developed bottle washing jets clean the inside of up to eight bottles per wash cycle. This coordinated bottle washing system by Winterhalter guarantees hygienically clean wash results in under a minute in all standard programmes. 

For more information, visit <https://www.winterhalter.com/products/undercounterwarewashers/>



MULTIFRESH® NEXT: THE NEW CUSTOMISABLE BLAST CHILLER



MultiFresh® NEXT

Irinox has recently unveiled its latest fully customisable eco-propane blast chiller, the MultiFresh® Next. More powerful, more sustainable, and offering more connectivity, the MultiFresh® Next is one of the most powerful and efficient blast chillers on the market, thanks to its new green natural refrigerant, guaranteeing top performance and zero emissions. It is up to 40% quicker for chilling and freezing.

The customisation options for Irinox blast chiller are endless: MultiFresh® Next adapts to meet the requirements of any professional who can create the perfect equipment for their kitchen, selecting the functions and features that best suit their business. There are five configurations to choose from: Gourmet cooking, Pastry & Bakery, Ice Cream making, MultiFresh® Next Excellence with over 11 functions, and Essential, a basic version that offers all key blast-chiller functions with chilling and freezing.

MultiFresh® Next connects to FreshCloud™, Irinox's IoT technology, to give users remote access to details, statistics, HACCP reports and all other information useful for the most efficient possible control and use of the blast chiller. Together with Irinox's new Fresh Cloud app, users can connect to the blast chiller from a smartphone and check its correct operation, even when they are not around or are busy with another task.

Working with MultiFresh® Next is also easy and intuitive thanks to a touch pad and brand-new interface. Smart Display allows users to work even more easily and intuitively, thanks to a 10" capacitive touch screen. In addition to the display, users can check the status of the blast chiller from a distance courtesy of an LED bar that indicates the progress of cycles and any alarms.

MultiFresh® Next is available in six models: S/M/L suitable to hold GN1/1 or 600 x 400 mm trays and SL/ML/LL suitable to hold GN2/1 trays. 🍷

For more information, visit irinoxprofessional.com



POWER GRANULES BIO - MORE POWER, LESS PREWASHING, ENVIRONMENTALLY FRIENDLY



Professional warewashing just became a whole lot more easy and kind on the environment. With the latest release of Power Granules Bio by GRANULDISK, granule technology pot washers in commercial kitchens can now eliminate pre-washing forever, with minimum environmental footprint. Made from plant oils and mineral salt, Power Granules Bio is not only 100% fossil free but also biodegradable because of its special composition. Sized no more than 3 mm, these tiny granules have the exact right shape and density to give a satisfactory wash result in use with GRANULDISK pot washers; hard enough to clean effectively, but soft enough not to damage the goods or the wash system. Power Granules Bio can last for 2.500 cycles on average, depending on the most frequent programme choice, machine type and wash ware. One filling of Power Granules Bio is enough to wash up to 20 000 GN 1/1 containers.

GRANULDISK pot washers come in a wide range of models to fit all types and sizes of kitchen operations. Saving an average of 70% water, energy and chemicals compared to other warewashing methods, the GRANULDISK range includes several efficient wash solutions available in two basic machine design conceptions: front-loading models and pass-through models. These machines can be adapted and personalised with different editions and accessories and each edition is developed to offer increased capacity add flexibility and/or provide alternative loading options. Together with Power Granules Bio, GRANULDISK warewashing solution makes it possible to get brilliantly clean and sanitised wash results at a much smaller expense economically, ergonomically and environmentally. 🧼

For more information, visit <https://www.granuldisk.com/Our-Products/PowerGranules-Bio>



UPCOMING events / dec 2019 - may 2020



INDIA

- 03TH - 05TH Dec 2019
India Hospitality + F & B Pro World Expo
Mumbai
- 12TH - 14TH Dec 2019
Drink Technology India
New Delhi
- 23RD - 25TH Jan 2020
Express Food & Hospitality 2019
Mumbai



CHINA

- 12TH - 14TH Dec 2019
Hotelex Guangzhou 2019
Guangzhou

29 MAR
01 APR
2020

**HOTELEX & EXPO
FINE FOOD 2020**
Shanghai

- 21ST - 23RD May 2020
Expo Food Guangzhou
Guangzhou
- 13TH - 15TH May 2020
SIAL China 2020
Shanghai



INDONESIA

- 16TH - 18TH Apr 2020
Food, Hotel & Tourism Bali 2020
Bali



JAPAN

- 18TH - 21ST Feb 2020
Hoteres Japan 2020
Caterex Japan 2020
Japan Food Service Equipment
Show 2020
Tokyo
- 10TH - 13TH Mar 2020
Foodex Japan 2020
Tokyo



KOREA

- 09TH - 12TH Apr 2020
Coffee Expo Seoul 2020
Seoul
- 19TH - 22ND May 2020
Seoul Food & Hotel 2020
Seoul



MALAYSIA

- 09TH - 11TH Jan 2020
Cafe Malaysia 2020
Kuala Lumpur
- 01ST - 04TH Apr 2020
Malaysia International Halal
Showcase (Mihas)
Kuala Lumpur



PHILIPPINES

- 05TH - 07TH Feb 2020
Propak Philippines
Pasay City



SINGAPORE

- 20TH - 22ND Feb 2020
Café Asia Singapore 2019
Marina Bay Sands

03-06
MAR
2020

FHA HORECA 2020
Singapore

31 MAR
03 APR
2020

FHA - FOOD &
BEVERAGE 2020
Singapore



TAIWAN

- 12TH - 15TH Mar 2020
Taipei International Bakery
Show 2020
Taipei



THAILAND

- 12TH - 15TH Feb 2020
Food Pack Asia 2020
Bangkok
- 27TH Feb - 01ST Mar 2020
Thailand Coffee, Tea & Drinks 2020
Bangkok
- 26TH - 30TH May 2020
Thaifex - World Of Food Asia 2019
Bangkok



UEA

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

- 16TH - 20TH Feb 2020
Gulfood 2020
Dubai



VIETNAM

- 24TH - 26TH Mar 2020
Propak Vietnam 2020
Ho Chi Minh City
- 28TH - 30TH May 2020
Vietnam Int'l Cafe Show 2020
Ho Chi Minh City





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FOODBIZ landscape



South India



Image via Pixabay

SOUTH INDIA: A LAND OF PROSPERITY AND CULTURE

In the previous issue of *Mise En Place* magazine, we visited North India and immersed ourselves in the mountainous terrains and hilly states in the northern region. Hence in this issue, we will take you on a journey through the lush Southern regions of India.

Shaped very much like an inverted triangle or a giant wedge plunging into the ocean, the Southern peninsula of India is a vast contrast to the peaks and valleys up north. Bounded by the Bay of Bengal on the east, the Arabian Sea on the west, the Indian ocean in the south, and the Vindhya and Satpura ranges in the north, South India charms with its mesmerising hill stations, majestic temples, lush green forests and beautiful sandy beaches.

Among other natural and manmade marvels, the southern regions of India (which include the states of Maharashtra, Telangana, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and three union territories), is also famous for its delectable food that is relished by Indians throughout the country and abroad as well. Visitors and tourists can also immerse themselves in a diverse cultural treasure trove with few parallels, in the land that also gave birth to yoga. The delicate, intrinsic and detailed architecture is beyond compare and cannot be found anywhere else.

FACTS & FIGURES

Area	: 635,780 km²
Population	: 253,051,953
Language	: Telugu, Tamil, Kannada, Malayalam, Urdu
Currency	: Indian Rupee

Source:
<https://www.lonelyplanet.com/india/south-india>

<https://www.cleartrip.com/collections/5-beautiful-places-visit-south-india/>

<https://www.travelogyindia.com/south-india/>

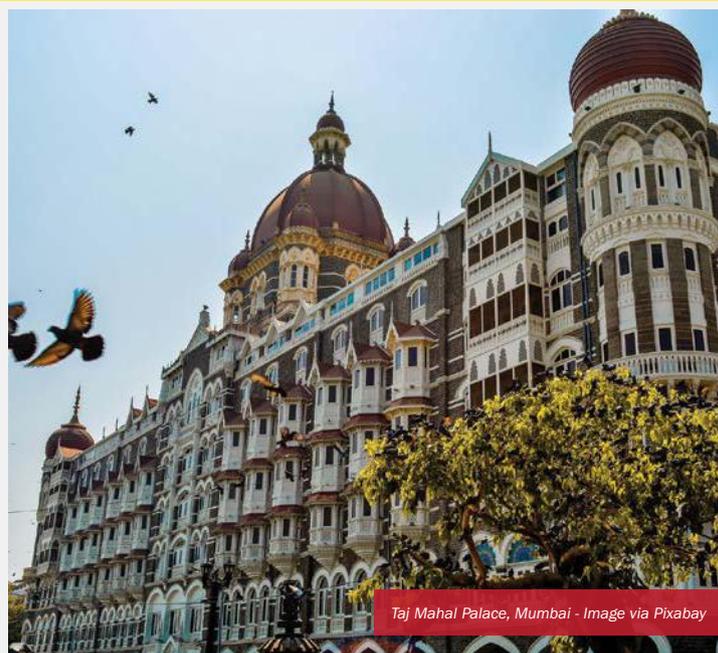
https://en.wikipedia.org/wiki/South_India

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

THE BIG CITIES

MUMBAI

As the capital city of Maharashtra, Mumbai (formerly known as Bombay) is called 'the city of dreams' with throngs of people coming from all across the country to this mega city to fulfill their dreams. Wrapped in glamour, fame and power, Mumbai is home to architectural wonders from the British era, beautiful beaches and a prolific film industry popularly known as Bollywood. It also contains some of Asia's biggest slums and the largest tropical forest in an urban zone. As the largest, richest and most populated city in India, Mumbai is the financial powerhouse and fashion epicentre of India. When visiting this city, plan a trip to Elephanta Island or visit the Taj Mahal Palace and Iskcon Temple among other notable places.



Golconda Fort, Hyderabad - Image via Pixabay



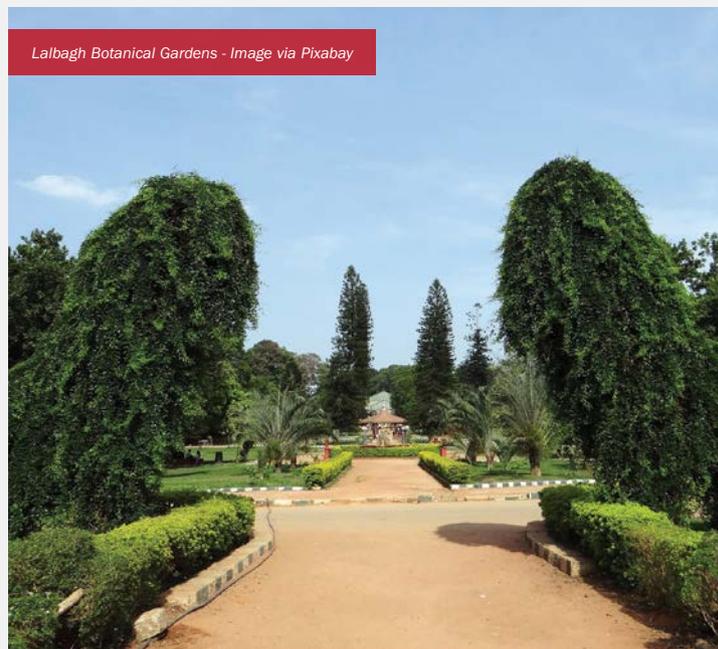
HYDERABAD

Rich and regal in history, Hyderabad in the state of Andhra Pradesh is home to approximately 7.75 million people and buzzing with commerce. The Old City of Hyderabad is lined with chai shops and spice merchants offering an urban masala of colour and trade. Some of Islamic India's most impressive architecture looms over the Old City in varying states of repair. On the west side of Hyderabad is a far younger epicentre – its Hi-Tech City, or 'Cyberabad', and other districts like Banjara Hills and Jubilee Hills are replete with glittery malls, multiplexes, clubs, pubs and sleek restaurants. To embrace some of the great attractions in this beautiful city, be sure to visit the magnificent Golconda Fort, the iconic Chaminar mosque and the opulent 18th and 19th century Chowmahalla Palace.

BENGALURU

Formerly known as Bangalore, this capital city of Karnataka is a contemporary, fast growing and prosperous city that is home to India's IT industry, multinational corporations, young professionals, and a burgeoning drinking, dining and shopping scene as well as a pleasant climate. This city is famous for its craft-beer joints, quirky independent cafes, lovely parks and striking Victorian-era architecture. When visiting Bengaluru, you can enjoy some opera at the Opera House, walk through the beautiful Lalbagh Botanical Gardens and Cubbon Park or immerse in some modern art at the National Gallery of Modern Art.

Lalbagh Botanical Gardens - Image via Pixabay





Sri Ramakrishna Math - Image via Pixabay

CHENNAI

As the heart, soul and imperial capital city of India, boasting a population of over 10 million people, Chennai is India’s fifth largest city after Mumbai, Delhi, Kolkata, and Bangalore. Despite its sweltering heat, roaring traffic and lack of outstanding sights, this 400-sq-km conglomerate of urban villages and diverse neighbourhoods that makes up Tamil Nadu’s capital will pleasantly surprise you. The city welcomes visitors to tour its museums and temples, savour delicious authentic South Indian delicacies or saunter along Marina Beach at sunset - the world’s second-longest urban beach. A trip to Chennai would also be incomplete without a visit to the Grand San Thome Cathedral and the impressive Kapaleeshwarar Temple and Sri Ramakrishna Math or a visit to the amusement parks at VGP Universal Kingdom and MGM Dizzy World.

THIRUVANANTHAPURAM

Thiruvananthapuram or still commonly referred to by its colonial-era name Trivandrum, is a relatively compact but energetic city with an easygoing urban life spread across low-lying hills down south. While many travellers prefer to springboard from here to the nearby beaches of Kovalam and Varkala, nevertheless this capital city of Kerala has enough good food and intriguing sights for visitors and tourist including, a zoo, Travancore palace

and a cluster of Victorian museums in glorious neo-Keralan buildings. When in Thiruvananthapuram, do check out the Museum of History & Heritage, Shri Chitra Art Gallery, Zoological Gardens, or St Joseph’s Cathedral.

Source:
The Lonely Planet, <https://www.lonelyplanet.com/india>

Trip Savvy, <https://www.tripsavvy.com>

Name	Population (Metro Area)
Maharashtra	120,837,347
Telangana	38,472,769
Andhra Pradesh	52,883,163
Kerala	35,330,888
Karnataka	66,165,886
Tamil Nadu	76,481,545
Nicobar & Andaman Islands	419,978
Lakshadweep	71,218
Puducherry	1,375,592

Source:
Statistics Times, <http://statisticstimes.com/demographics/population-of-indian-states.php>

FOOD IN SOUTH INDIA

South India offers a glorious culinary variety and melange of dining options that are an adventure in their own right. Some of India's most famous and traditional staples hail from the South - large papery dosas (savory crêpes) and fluffy idlis (fermented rice cakes), the backbone of South Indian cooking. While the South is particularly well-known for its impressive multifaceted vegetarian cuisine, there is still plenty for carnivores and seafood-lovers alike. You can take delight in everything from sensational street food to work-of-art thalis (multiple dishes on a plate), or from contemporary fusion masterpieces to 50-year-old family-run stalls serving up one speciality. The sheer diversity of culinary delights in South India makes eating your way around this region so deliciously rewarding.

Local Offerings

Reflecting millenniums of regional and global influences with distinct and delicious local variations, South Indian cuisine is a true culinary carnival. These southern dishes are not only simply mouth-watering, they can be eye-watering as well since they are considered some of the hottest Indian foods. Let's explore some of the delectable local dishes that South India has to offer.

Masala Dosa - A traditional breakfast made from fermented rice and lentils, the dosa is similar to crepes, only thinner and crispier. Dosas are generally very large and can take up a whole plate. A masala dosa is stuffed with potatoes, fried onions and aromatic spices and served with chutney and sambar (a hot lentil soup).



Picture courtesy of Roland Tanglao via flickr



Picture courtesy of Guilhem Vellut via flickr

Uttapam - Made from rice and lentils batter, Uttapam is a type of flattened pancake that is similar to dosas only thicker and smaller. Chopped tomatoes, onions, chillies, carrots, coconut and other toppings are then sprinkled on. This results in a fluffy, delicious uttapam that tastes great with or without chutney.





Vada - Fancy something deep fried, hot and crispy? Try the vada, a fritter snack that looks like a small brown donut. Made from a batter of black lentils, gently spiced with peppercorns, curry leaves, cumin, chilli and onion, this crunchy fritter tastes best when paired with sambar or coconut chutney.

Picture courtesy of Harsha K R via flickr

Idli - One of the most popular South Indian dishes is idli, a fluffy and savory rice/lentil cake that is eaten as part of a healthy breakfast or snack. Idlis are fermented before steam cooking, which allows the body to easily metabolize them, thus making this food a good nutritious choice for breakfast. For great taste, idlis are best eaten with a steaming Sambar and/or coconut chutney.

Rasam - A mandatory part of south Indian meals, rasam is a scrumptious pungent soup prepared with tamarind pulp and mixed with various spices, mustard and curry leaves. It is consumed both with rice or separately as a soup and is good for the digestive system and overall health.

Malabar Parotta With Kerala-Style Beef - If you are tired of vegetarian dishes and want to indulge in something different, then try some fiery Kerala meats served with parottas, a flaky, layered flatbreads made of flour. Eat these with a Kerala-style dry beef fry (erachi varattiyathu), an incredibly spicy and delicious dish of beef chunks cooked with ground spices, black pepper, coconut and chillies.

Source:
Lifehack.org, <https://www.lifehack.org/articles/lifestyle/10-yummy-south-indian-dishes-you-should-try.html>

Rough Guides, <https://www.roughguides.com/article/south-indian-food-demystified-10-dishes-you-need-to-try/>

Top Yaps Blog, <https://topyaps.com/top-10-mouth-watering-south-indian-dishes/>

Street Markets

For an authentic South Indian experience, a visit to the local street markets are a must. The sounds, crowds, materials, vendors and fine stories are all combined in one place to give you a feel of the country. These markets are especially a boon for all those whose idea of traveling or exploring the city means filling up a bag with local souvenirs. From flowers to jewelry and diamonds, you can find almost anything at these street markets for an affordable price.

Source: Mytriphack, <https://mytriphack.com/best-traditional-indian-markets-to-explore/>



DOING BUSINESS IN SOUTH INDIA

In the previous issue of *Mise En Place* magazine, we enumerated the forms of business entities in North and South India. In this issue, we will focus on some of the do's and don't's of doing business in India.

As with every other country, there are certain codes of conduct that must be taken into account when it comes to doing business. A good understanding of the underlying values, beliefs and codes of conduct of Indian culture and how they manifest themselves in the market and workplace is essential for the success of your business. Below is a guide to the business culture in India.

FAST FACTS

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:

- **Business Hours** - The work week in India is traditionally from Monday to Friday, 9am to 6pm, but most Indians do not leave the office until their supervisor / superior does.
- **Business Language** - English is used as a business language in India. Hence, it is not necessary to translate any company materials or business cards. This would be hard to do as there are many Indian languages spoken in India apart from Hindi.
- **Dressing** - The business dress code of employees is usually a smart casual attire, though suits are expected at an executive level.
- **Gifts** - When meeting business partners, it is common to exchange gifts but these should not be too expensive as they are only a gesture. Accept gifts with both hands and avoid opening them in front of the giver.
- **Appropriate Greetings** - You may greet business associates by shaking hands, however this may lead to some confusion amongst your business partners. The Indian way of greeting each other is placing your hands in front of your chest and bowing forward. Men should also wait for female associates to initiate a greeting, as Indian men generally do not shake hands with women out of respect. If a female colleague does not initiate a greeting, a nod of the head will suffice.

FINE DINING

In a country like India with its gastronomical variety of culinary delights both in the North and South, it is hard to choose the best amongst the lot 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 southern regions that offer a spectrum of flavours, cooking styles and an enjoyable dining experience. These include the Peshawri in Mumbai, Villa Maya in Thiruvananthapuram, Oota in Bengaluru, and Alamaza in Chennai among many others.

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

MEALS PRICING

Dishes	Price (USD)
Masala Dosa	1.10 - 1.40
Uttapam & Chutney	1.30 - 1.50
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





BUSINESS CULTURE

• **Personal Relationship** - Doing business in India is marked by personal relationships and Indians will base their decisions on trust and intuition as much as on statistics and data. Therefore, sharing information about family, speaking about personal hobbies and interests, and spending time with your Indian associates outside the office can help build the trust needed to sustain the business relationship. So, be mindful of the importance of a good working relationship.

• **Company Etiquette** - Indians are easy to work with but they may be used to a different company culture. Here are a number of important company etiquettes and conduct.

- Do show respect to authority figures and use appropriate titles (Mr or Miss if unsure) to address Indian counterparts.
- When presenting or receiving a business card, use both hands or the right hand only.
- Meetings usually start with a friendly chat. Try not to rush this.
- Be prepared for meetings to start and finish late and for interruptions to occur on a regular basis.
- Indians do not like to say no. If something isn't possible, they will tend to use expressions like 'maybe', 'this will be difficult' or 'we will try'.
- Shaking the head does not always mean 'no' in Indian culture. It is just a sign of understanding. Indians often shake their head to indicate that they can hear and understand what you are saying.
- It is better to book your business meetings one to two months beforehand. Contact them again just before the agreed time to confirm the meeting. Take into account last minute changes in time and place.
- Do not be overly aggressive in business negotiations. While Indians are generally tough negotiators, outward displays of aggressiveness will lose their respect.

- Indians often achieve business goals by adaptation and improvisation rather than by implementing carefully constructed plans. While foreign businesses may prefer to develop contingencies for every foreseeable scenario, Indians often place greater emphasis on reacting well to emerging circumstances.

- Do not refuse food or drink offered during business meetings as this may cause offence.

- Many Indians do not eat meat for religious reasons. Take this into account when organising a lunch or dinner. Make sure there are enough vegetarian alternatives.

• **Hierarchy** - Hierarchy plays an important role within Indian businesses and many companies maintain a top-down hierarchy. Status is highly valued in Indian society and people in positions of power are often given greater leeway than the average citizen. The middle and lower management do not usually make the decisions, so if the owner or director of the company is not present, it is likely that you will not reach a final agreement at this meeting.

Source:

Doing Business in India, Expat Arrivals India Guide, <http://www.expatarrivals.com/asia-pacific/india/doing-business-india>

Do's and Don'ts of Business in India, Fresh Plaza, <https://www.freshplaza.com/article/2156201/do-s-and-don-ts-of-business-in-india/>

Business Practices in India, Do's and Don'ts, Just Landed, <https://www.justlanded.com/english/India/India-Guide/Business/Business-practices-in-India>

Indian Culture, Business Culture, Cultural Atlas, <https://culturalatlas.sbs.com.au/indian-culture/indian-culture-business-culture#indian-culture-business-culture>

Business Culture in India, UK India Business Council, <https://www.ukibc.com/india-guide/how-india/business-culture/>

FOODBIZ landscape

North India



UPCOMING EVENTS

WORLD TEA & COFFEE EXPO-MUMBAI

Date : 21 - 23 November 2019

Venue: Bombay Exhibition Centre (BEC), Mumbai

The World Tea & Coffee Expo offers an organised avenue for all the industry stakeholders to come together under a single roof for networking, business expansion, and ideas exchange. The Expo explores the prospects of the Hot Beverage sector and also showcases the technological innovations in this important sector.

BAKERY BUSINESS

Date : 26 - 28 November 2019

Venue: R2 Ground, Mumbai

Bakery Business, the national trade fair for bakery & pastry professionals, is the only dedicated business fair in the country for this sector. The show stands tall for its international styling, comprehensiveness, and vastness of the industry. Professional Home Bakers Challenge provide the ideal platform for Professional Home Bakers to showcase their masterpiece products. It also features competition in various categories. India Bakery & Pastry Challenge, the professional competition for chefs from luxury hotels & standalone bakeries will get to witness some of the best chefs participating.

FAST FOOD & CAFE CONVENTION

Date : 28 November 2019

Venue: The Lalit Mumbai, Mumbai

Fast Food & Cafe Convention attendees will get access to unique sessions, leader speak and round tables aimed at addressing the concerns, opportunities and best practices of this growing industry. This event presents an exciting opportunity for those in the QSR, fast Casual and cafe industry to converge, share ideas, thoughts and inspiration. At this event, the landscape of consumer trends, from what's new and hot, to what's on the way out will be mapped out, including what needs to be on the radar of operators to best prepare for future success.

INDIA HOSPITALITY + F&B PRO EXPO

Date : 03 - 05 December 2019

Venue: Bombay Exhibition Centre (BEC), Mumbai

India Hospitality + F&B Pro Expo is a specialised international exhibition, exhibiting the latest & most exclusive spectrum of products currently available related to Hospitality as well as Food & Beverages industry.

INDIA BAKERY, SNACKS & SWEETS (IBSIE) INTERNATIONAL EXPO

Date : 03 - 05 December 2019

Venue: Bombay Exhibition Centre (BEC), Mumbai

Witness first-hand and experience the full potential of commercial baking, artisan & retail baking, tortilla-pizza-nacho production, retail and food service, business management and marketing, new foreign ingredients and formulations, cake and pastry decoration, bakery equipment and accessories, latest technology, consumables, art, service, etc.

UPPERCRUST FOOD AND WINE EXHIBITION

Date : 06 - 08 December 2019

Venue: World Trade Centre, Mumbai

The event offers a wide range of food and beverages including bar and kitchen equipment and the products will be presented to visitors by exhibitors in an appealing way. For all gourmets and amateur chefs, as well as international trade visitors from the gastronomy industry, a visit to the fair is an absolute must and a feast for the senses. In the daily cookery demonstrations and tastings, chefs and restaurant owners will be able to get valuable suggestions. The event will launch new products and brands in accordance with the new and modern lifestyle of India.

DARK KITCHEN X INDIAN RESTAURANT CONGRESS

Date : 16 December 2019

Venue: The Ritz-Carlton, Bengaluru

The IRC will bring together some of the thought-provoking Dark Kitchen concepts that has rewritten the rules of food delivery business in the country. With a clear business focus in mind, food-tech investors, chain restaurants, F&B entrepreneurs, regional restaurant owners, start-ups and tech companies will join the biggest forum on the 'Dark Kitchen' evolution in the country.

Source:

UpperCrust Food & Wine Show, 10times.com, <https://10times.com/uppercrust-foodwine-show>

Bakery N Snacks, <http://bakerysnacks.com/>

UpperCrust Food & Wine Show Mumbai, TradeFairDates, <https://www.tradefairdates.com/UpperCrust-Food-Wine-Show-M1787/Mumbai.html>



STEAKHOUSE: ready for THE ASIAN PALATE

Steakhouses have a long tradition - they have been in the restaurant industry for decades and they are in the heart of many diners who want to do it the "American way". In times before, steakhouses were serving as primarily, independent, upscale foodservice establishments. They were accustomed to specialising on quality meat which made "consistency" the prime element of a steakhouse business.

While some of these older independent steakhouses remain "untouched" in different parts of the world including Asia, the foodservice industry has witnessed an influx of chain steakhouses offering family-oriented patron base that offers value for a lower "chain price". While the argument may simply be "which one is better" for restaurant owners, the truth is - a better steakhouse business model should be able to find the balance between creating an "old-school" steakhouse experience that works hand in hand with quality and consistent meat, ambience, and unbeatable service.



THE HIDDEN DOTS: SUPPLY CHAIN

If you are considering a startup steakhouse in Asia or in Malaysia, you might want to first find out how your steakhouse will stand out in the market. For a region obsessed with chicken and pork, beef has been a "hard-sell" traditionally. There are exceptions to that - cheaper brisket-type cuts have always been popular on the streets of Asia; the high-priced Wagyu has gotten much attention over the years too. While beef is often considered a more expensive meat and represents less than 10% of meat consumed in Asia, it is worth noting that the Southeast Asian economy particularly continues to grow in spending strength - a growth that will give rise to the consumption of high-end beef whilst joining other Western-style F&B trends sought out by an aspirational and growing middle class.

In fact, compared to the times before where there were not too many international steakhouse operators in Asia, the number of steakhouses has tripled or quadrupled in major cities in Asia in the last three years, certainly that which includes independent operators and Asian-based groups as well as international brands. That only tells us one thing - the steakhouse market has a huge potential; it is not dying and the competition is only getting better. The fact that many of the younger Asian population are well-travelled or have somewhat dined in at a steakhouse in countries with known steakhouse chains also contributes to the growth of the segment.

Meat Consumption in China

The consumption of red meat continues to grow among consumers in China *every year although it makes up the smallest part of the Asian diet. This market especially seeks Meat Standards Australia-certified Charolais Angus product which puts Australia in a good position to meet the demand. Australia as a meat producer, is known for its supply to premium markets and quality, despite the rise of commodity-based markets such as Brazil.

In fact, local chefs and diners in China are often thrilled to discover produces from Australia, most especially young prime Australian beef. In a way, the eagerness signifies the willingness of consumers to pay a premium price for consistency in quality and flavour of the meat as they also transition from grass-fed produces to grain-fed produces. For any key meat producers, such confidence in demand should be able to give them a glimpse of the “open doors” that are available in the Asian market.

The Cuts Asians Prefer

In the family-oriented region of Asia, rib eye and prime rib roast are enjoyed, one that comes with the higher levels of marbling and fat content. With these cuts being larger than other types of cuts, steaks can be easily shared among families. In China, for instance, diners prefer cuts on the bone - be it porterhouse or bone-in rib eye. In Hong Kong, Singapore, Macau and Malaysia, both bone-in meat and boneless meat are preferred.

Here's the preference of steak cuts among different regions in the world:

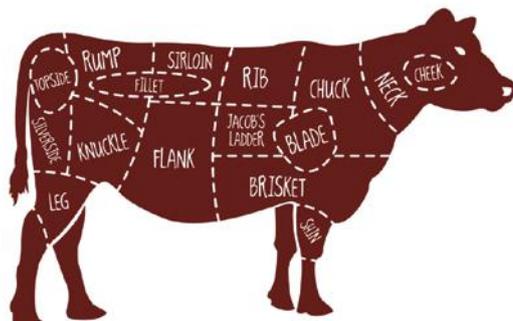
Hindquarter Cuts (topside, Striploin, Tenderloin, rump, flank, silverside, knuckle): Cuts favoured by Europe, Middle East, Australia and Asia, particularly China.

Forequarter Cuts (cube roll, chuck roll, neck, ribs, clod, brisket): Cuts favoured by Europe, Asia and Australia.

Cube Roll: Favoured by Australia.

Ribs/Short Ribs: Favoured by Europe, Australia and Asia, particularly China.

Rump, Tenderloin, Striploin, Flank, Silverside, Topside: Favoured by Middle East, Asia and Australia.



While there are many types of steak cuts, there are some that are preferred by the global market

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STEAKHOUSE: READY FOR THE ASIAN PALATE



A customer in Thailand using QR code scanning during the purchase of products. Image via PackWebAsia.com

The “Greener” Side Of Red Meat

The Asian market does not only convey a huge potential in the global market; it is by far also the largest population in the world. And this population is shifting towards the demand of a cleaner, greener product to consume. There are lots of behind-the-scenes that determine success in addressing this movement - getting the right agents, the right cuts, and adopting the right packaging and story-telling through QR codes.

Because Asia is a big chunk of the global economy, understanding consumers in Asia, knowing what's popular and supplying in accordance to their preference will enable the F&B industry to utilise those untapped markets. For this reason, brand development, developing supply chain strategies, and monitoring service quality are critical. At the end of the day, it's a matter of doing it the right way.

In fact, in tech-savvy countries such as Thailand, QR code scanning is the latest innovation implemented at supermarkets to pacify the health-conscious demands of consumers and combat food safety issues. Such process provides a fundamental level of reassurance about the quality, safety, and freshness of the food being sold by connecting customers and the products they purchase to the start of the supply chain. As much as using technology in the retailing process sparks confidence among its consumer base, the movement also changes the way steakhouses operate in Asia as a business in view of the escalation of the two trends aforementioned - the rising health consciousness among consumers in Asia and concerns of food safety or food-related hazards.

CONNECTING THE DOTS: A STEAKHOUSE BUSINESS

While there are many restaurant group expansions these days, scalability remains a consideration for steakhouse restaurateurs. There are two concerns - a modern steakhouse should have a friendly and eager landlord; and constant efficiency should be added to the restaurant's supply chain. We are not talking about the supply chain of meat and other supplies. We are talking about how a supply chain business serving steak can be built - having some segment of the business to cook, bake, or prepare the ingredients or dishes needed for the menu at different restaurants within the group.

Cliché or Classic?

Steakhouses, popular as they may be, are often considered “*cliché*”, according to some chefs. For some, the idea of another steakhouse may sound less than inspired. But by rethinking the steakhouse concept and offerings, and the cuts customers prefer, that may change. A steakhouse business in the contemporary dining times would make more sense if the dining experience is more fun and interesting whilst recognising the trends that revolve around the F&B world, and bringing something radically different in the steakhouse mold. Yet, it's worth noting that one of the reasons steakhouses are popular is because customers know what they're going to get, they want trust when they go to a restaurant - and that's how a steakhouse business has remained viable throughout the decades.



The Bottom-Line Benefits

Restaurants have struggled in the recent years to maintain a positive figure for sales. The economic slowdown has affected restaurants - market saturation, slower traffic from customers, and a decline in at-home food costs; putting a strain on restaurants' sales. Yet, one sector in the foodservice industry worldwide seems to thrive despite the odds - steakhouses. That's likely to be an understatement too - steakhouses appear to outperform other full-service chains too. A reason behind that is these restaurants are better insulated against the headwinds that typically affect full-service casual restaurants and fast food chains, coming from higher gas prices and unemployment.

While restaurants have struggled in the last year to keep sales positive, people do not mind paying a premium price for a high-quality meal. Steakhouses have also been witnessing more benefits on the bottom line because steak prices have been coming down, thus improving their margins. Apart from the high-priced steak as a menu item, a majority of steakhouses also offer seafood dishes, which is a boost to the final bill. 🍷

Source: South China Morning Post, South-East Asian Economic Outlook, Singapore Business Review, PackWebasia, Food Republic

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what makes a STEAKHOUSE A STEAK-HOUSE?

THE “VIP” FACTOR.

Some steakhouse restaurant concept typically brings out the advantage of an upscale and casual ambience with an impressive list of menu. In fact, the décor and theme of steakhouses are often centred around the feeling as if customers are enjoying a high-end service when dining in one. Thus, the target market of a steakhouse is often affluent customers or middle-income families.

That being said, one doesn't need a six-figure salary in order to go to a steakhouse. In Asia and many parts of the world restaurants are seen as a venue to celebrate special occasions, even in somewhat uncertain economic environments. Occasion-based dining such as birthdays, anniversaries or other celebratory event is a good enough reason run a steakhouse business for a wider target market.



Dinner With Alcoholic Beverages

Most steakhouses outside Asia are dinner-houses, while some do offer lunch for the weekend. But in Asia, many steakhouses offer lunch. The menu typically consists of roasted and seasoned dishes, grilled seafoods, burgers, grilled sandwiches, tender pork chops, salads, soups, and appetizers as well as refreshing fountain drinks and desserts.

Apart from steak and seafood sales, alcoholic beverages are another source of income for steakhouses. In fact, beers, wine and cocktails make up an average of 30 percent of sales for steakhouses apart from festive martinis, margaritas, specialty frozen drinks, and various types of cocktails. Some steakhouses do very well in this area, so much so that the bar area is given a bigger allocation of space compared to the dining room. Especially with the diminishing stigma attached to solo dining (or “lonely diners” to some), customers now have more freedom and gravitate towards the bar area to eat and drink.

Corporate-Friendly Setting

Steakhouses typically incorporate business-friendly rooms and settings to allow corporations to host events or meetings, besides catering to their target customers. In Asia, this also comes with customised menus and audiovisual technology for presentations, dedicated to accommodating small and fairly larger group for seminars, presentations, client dinners, and corporate events. Such atmosphere gives steakhouses the ability to close a deal, host a corporate dinner or impress a corporate client.

Late-Night Seating And Reservation

Late-night seating between 10pm - 1am on Fridays and Saturdays is another element that adds to the steakhouse concept. With a dim light and good light jazz music, alongside discounts on certain food and beverage items, a steakhouse is certainly one restaurant venue that can unwind your weekend. Apart from entertainment, steakhouses are also no strangers to reservation. Reservation seating is frequently available online for steakhouses in Asia, while small number of them require call or walk-in reservations.





Steak, Of Course!

A tantalising array of steaks can definitely make all the difference. In the attempt to differentiate a steakhouse business from others, startups often deliver a high-quality dining experience rather a high-quality meat. Such effort cuts corners - creative pricing, menu design, and other business tactics begin to pass off what seems like a better alternative to serving top-shelf steaks.

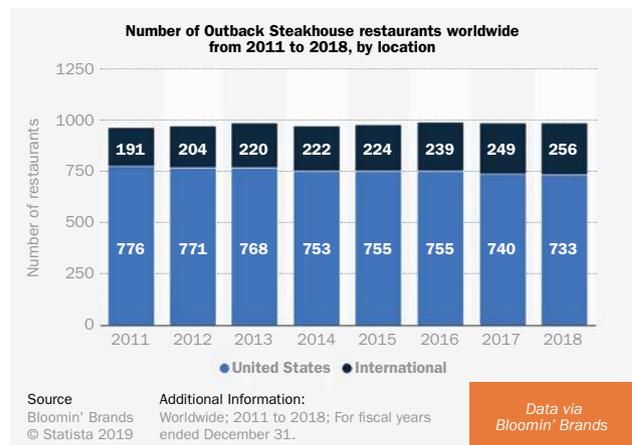
By doing so, the business owner may save money in the short term, but there's a horror that likely follows. Customers may leave disappointed at the failure of getting the same dining experience for a lower price at a chain steakhouse, and for not obtaining steak at their expected quality. The bottom line is, your steakhouse should gear towards exceeding your customers' expectations and delivering an unparalleled steakhouse experience. If that requires you to establish a relationship with a first-quality meat provider, get started now and offer a steakhouse meal your customers can brag about on the social media or with their friends!

PICK YOUR TYPE

Steakhouses come in a variety of venues. The cowboy steakhouse is rough and tumble, with wood floors, rustic chairs and tables, Old West accessories, and big slabs of meat at family-friendly prices. Chicago-style steakhouses have deep leather chairs, a laid-back atmosphere, private banquets and reasonable prices. An upscale steakhouse has elegant furnishings, white tablecloths, an extensive wine list, and high prices. Your choice of style of steakhouse impacts the menu, pricing and décor.

Franchised Steakhouses

Franchised steakhouses are full-service casual restaurants primarily serving steaks. Outback Steakhouse, a known steakhouse brand, has more than 1490 restaurants - 815 in the U.S. and 160 at international locations as of 2014. The concept typically lives up to "Australian décor". The menu, meanwhile, includes a tantalising array of steaks, ribs, appetisers, chicken, chops, seafood, and desserts - a total 89 percent dedicated to serving food and non-alcoholic beverages, and a menu under 600 calories.



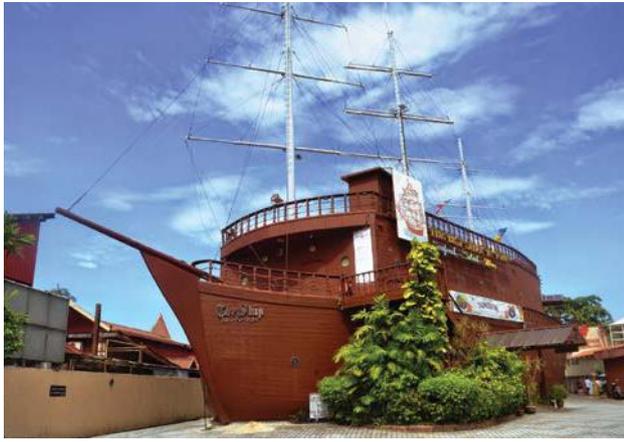
In Southeast Asia, the franchise is owned by Universal Success Restaurants, incorporating Indonesia, Malaysia, Philippines, Singapore and Thailand, with 12 restaurants in these 5 countries. The first outlet was opened in 2000 in Millenia Walk, Singapore (as the first in Southeast Asia), successfully translating flavourful food and service together with the Australian Outback spirit. Although Outback Steakhouse has been actively expanding, the franchise has closed down some outlets in the U.S. in the recent years. However, the steakhouse has aggressively expanded in Southeast Asia, and in Malaysia particularly, taking a meaty pie in the foodservice industry both locally and regionally. Outback's biggest market is Indonesia, followed by the Philippines, Singapore, Malaysia and Thailand.



Outback Steakhouse in South Korea. Image via The Business Journals



WHAT MAKES A STEAKHOUSE A STEAK-HOUSE?



The Ship in Batu Ferringhi. Image via Diari Si Ketam Batu

Independent Casual Steakhouses

As we think of the word “independent”, here’s the question that comes to our mind: Why are independent restaurants closing down? The restaurant industry is a penny business and is fast-paced. Keeping up with the pace, in other words, simply means finding ways to save money and staying competitive - constantly. Of course, all this must be done while maintaining the quality of cuisine and service that guests are accustomed to. This is where steakhouses seem to prosper while other type of restaurants are closing down or laying people off.

Running a restaurant is much more grind than glamour - and long-standing steakhouses such as The Ship, Victoria Station, and Morganfield definitely seem to grasp a good understanding of this. This is a breakthrough for the western food restaurant business where Malaysian entrepreneurs were hesitant of entering 3 decades ago. One reason behind this is the stigma that continued following post-colonialism and a growing emphasis on local Asian values.

Nevertheless, The Ship restaurant attempted to overcome the challenge by opening its first restaurant at Jalan Sultan Ismail, which has since then expanded into more outlets in different parts of Malaysia. While the journey hasn’t exactly been a smooth sailing, The Ship has managed to steadily steer in the industry. With a unique exterior resembling a ship, and an impressive stepping in with the finely recreated likeness of a sea-going vessel, The Ship provides its service in waiters and waitresses dressed up as captains and crews in maritime uniform. With its strategic locations and a unique restaurant concept, The Ship is continually planning for more, considering its position in the western foodservice industry in Malaysia. We are definitely looking forward for more success stories by more western restaurants such as The Ship in the face of growing competition.

Pop Up Steakhouse

Pop-up steakhouses are still being explored in the foodservice industry, but it’s worth paying attention since pop-up restaurants are considered one of the most popular restaurant concept trend, a sure tour de force in the dining culture worldwide.

The Feather Blade, founded by Sheen Jet Leong after working at the London-based steakhouse Flat Iron in 2015, offers only flat iron steaks, at only £10 (S\$17.60). Inspired by the concept and at the attempt of better inspiring the steakhouse dining scene in Singapore, the Feather Blade has since then hosted pop-ups at modern Chinese restaurants and bars.

The steak is cut from the shoulder blade. As such, only a few portions can be obtained from every cow. While it is often compared to the tenderloin in texture and taste, the feather blade cut is smaller and thus cheaper. The Feather Blade obtains grain-fed beef from Australia which is then wet-aged for 30 days. While the ribeye, sirloin and tenderloin has remained dominant in the menu of most steakhouse, at any price point, the elusive flat iron cut, sometimes known as the feather blade makes an entry to what seems worth trying in a steak-cut routine.

The Feather Blade first sous-vides the 200g steak for even-cooking before finished on the grill, glazed in brown butter with a sprinkle of smoked sea salt. As with any good steak, the recommended doneness is medium rare, though experiential diners are suggested to go for the rarer. Due to the pop-up success in taking over many foodservice premises in Singapore, The Feather Blade is now a permanent spot at 90 Club St. in Singapore. Despite the conversion, its humility remains - queue to get a spot, get fed, funnel in, funnel out, at a place rich with Oriental murals and an extra long bar that eats into the dining area. 🍴



The Feather Blade is now a permanent outlet in Singapore. Image via EatBook Singapore

Source: Gaebler, CNBC, Outback SEA, The Star, The Ship, National Restaurant Association, Square, Mothership

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out of THE MOULD

While we are familiar to a typical steakhouse restaurant, not many choose to say in the mould. Let's find out the various concepts that can accommodate a steakhouse business model!



El Gaucho Argentinian Steakhouse in one of the cities in Asia. Image via Eight Thonglor

Argentinian Steakhouses

Founded by Dany Himi, El Gaucho Argentinian Steakhouse was launched in Asia while many restauranteurs from abroad struggled to retain employees and pay wages. Seeing the opportunity amidst the threats, he successfully launched one steakhouse after another, currently holding four restaurants in Thailand and six restaurants in Vietnam with 500 employees. He opened the first steakhouse in Vietnam, making his way from Saigon to Hanoi and Danang before expanding to Thailand - in Bangkok and Koh Samui. The steakhouse outlets were also recently opened in Manila, Phillipines; Langsuan, Bangkok; Hamburg, Germany; and currently Hong Kong, with future plans in Slovakia. With a total of sixteen global restaurants, the restaurant offers the classic steakhouse menu with a modern punch of ingredients, preparation techniques, and combinations. The Pampas Grill & Bar, similarly, is an Argentinian steakhouse located in Kuala Lumpur, Malaysia.

Dog-Friendly Steakhouses

Many steakhouses in the U.S. have announced plans to open steakhouses that are dog-friendly and complete with a "dog-friendly patio." In Florida for instance, dog-friendly outdoor restaurants, steakhouses, bars and craft beer pubs are all around the state, even offering "yappy hour" at canine-friendly designated times. Some other offer open-door doggie policy around the clock. Similarly, Miami has no shortage of outdoor restaurants that promote the movement of dog-friendly eateries. You can't go wrong with the concept when you see others pulling it off successfully - the sleek Meat Market steakhouse and lounge in Miami is one among them. What do you think about the idea of a pet-friendly steakhouse in Asia? Let us know!

Steakhouse Owned By A Vegetarian

Similarly, Dining Concepts started in 2002 as a restaurant serving Indian cuisine, which later expanded and diversified into a group of restaurants offering Greek, Middle Eastern, Thai, French Italian, Vietnamese, Brazilian cuisines, and steaks. The diversified restaurant platform employs 800 people and consists of a collection of fine-dining restaurants - 28 high-end restaurants and bars (aside from the steakhouses) across Hong Kong. The group is founded by Sandeep Sekhri, a vegetarian, who came to Hong Kong as a young Indian immigrant where he and his company, Dining Concepts made home, assimilating into the city's dining scene.

In fact, ALTO, a steakhouse under Dining Concepts opened in the summer of 2016 in Hong Kong, highlighting items such as Crafsteak, Tango Central, Tango Elements, BLT Steak, and Braza. Another known steakhouse that the Dining Concepts has also operated is Bistecca since 2009. It looks like top-meat offerings, together with the right mantra for success is what's needed in the foodservice industry, though you may be a vegetarian.



ALTO in Hong Kong. Image via Dining Concepts' website



A pet-friendly Western restaurant in the U.S. Image via You Did What With Your Weiner

Blockchain

Blockchain is no longer foreign to many of us. With Japan becoming the top export market for American beef, tech startup HerdX and UPS has entered the scene of delivering blockchain-verified beef from the U.S. to Japan. By establishing supply chain this way, the process of tracking beef and using them in the foodservice industry can help assure quality and verify provenance. While such move and partnership is not exactly new in the industry, blockchain verification has implications for many industries, such as restaurants, F&B, and retail when it comes to using its expertise in customs and freight forwarding. In fact, food has been a common target for early blockchain applications since the production of information. Provenance is also increasingly of interest to consumers when they dine at a restaurant or purchase food and beverage items for consumption.

SOME DILEMMA

At this point, the idea of starting up a steakhouse may appear viable but do take time to consider some challenges that come along the way. Nevertheless, as Jacob Clifford Moomaw said, *“With strength we win the grail, but courage is the thing we need to face the downward trail.”*

The War Against Meat

In essence, the consumption of animal proteins exceeds human’s nutritional needs. Red and processed meat in particular, have been linked to a variety of non-communicable diseases such as cancer, stroke, and heart disease amongst other sickness, according to the British Medical Journal. A diet with a large makeup of processed animal proteins is an increasing concern for both Western markets and the emerging markets in Asia. In China, for instance, daily meat and dairy consumption averages at 300 grams that leads to rising obesity, from the older to the younger generation, a percentage indicating spike up from 5 percent to 20 percent. In response to the health concern, the Chinese government released dietary guidelines recommending limited consumption of meat, poultry, fish and dairy, which indirectly affected the foodservice and F&B business in China.

For some, this may mean “war” against meat. The alleged environmental effects are perceived as nuances on the basis that “factory farming” techniques of raising meat messes up the local environment. In other words, these farms are perceived to be feeding their animals with heavy doses of antibiotics in order to sustain their health, which contributes to the proliferation of dangerous antibiotic-resistant bacteria. While this may seem like a good reason to wage war against meat especially in the light of rising veganism and vegetarianism, consumers who



Image via Time Magazine

are concerned about sustainable farming techniques can simply switch to purchasing their meat from farmers who support and promote their values. In fact, despite the fury, the nutritional benefits behind the consumption of meat cannot be ignored. A valuable source of protein, vitamins A and B1, B12, niacin, iron, and zinc, meat satisfies hunger more than other types of food and are vital to our diet.

Animal Welfare

The intensification of livestock production based on concentrated feed adversely affects animal health. As a result, mortality increases, longevity decreases, and the outbreaks of diseases occur, becoming more frequent in the industrial livestock production systems. Asia was significantly affected by the African Swine Fever not long ago, as well as other poultry markets that have suffered fallouts from other types of breaks. For a steakhouse business, the financial implications are immense as the outbreak spread to other markets, equally affecting them.



The Rise Of Japanese Meat - Wagyu

Wagyu beef, also known as the Japanese beef has been enjoying a surge in popularity over the years. The dramatic rise in wagyu exports has pushed prices to near-record levels. Even owners of high-end restaurants, hotels and steakhouses as well as butchers are flocking to Japan to secure the meat supply. This booming international demand, however, has emerged after a long lean period. After the discovery of mad cow disease, a brain infection that is believed to be transferable to humans - exports of wagyu kicked in; first to Australia, and for the first time since 2001, continuing since then.

If the current pace of the wagyu expansion continues, more steakhouses will certainly participate in the conversion. For steakhouse businesses that perceive this is as an interest to serve the curiosity of customers, any restaurant can purchase Japanese wagyu from a Japanese Wagyu Beef importer with the exception of Certified Kobe Beef. To be able to serve Kobe Beef, which is the most renowned kind of Japanese Wagyu Beef, a restaurant must acquire license from the Kobe Beef Association in Kobe, Japan.



Image via USA Today

“Impossible” Meat

Plant-based meat has taken the food world by storm, thanks to the Impossible Burger and Beyond Meat Burger. With these major brands redefining the veggie burger, an imitation of the texture of real beef, it is not surprising that they are dominating the market especially in Asia where more consumers are embracing a healthy dietary lifestyle.

Truth is, consumers are increasingly choosing to eat less meat for reasons such as personal health and the misconduct of animal agriculture which has caused serious environmental impacts. Additionally, with the emergence of Meatless Farm Co. and Kellogg's new Incogmeato line, consumers are faced with more decisions to make than before.

The Impossible Burger consist of:

Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Natural Flavors, 2% or less of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

Beyond Burger, on the other hand, consist of:

Water, Pea Protein Isolate, Expeller-Pressed Canola Oil, Refined Coconut Oil, Contains 2% or less of the following: Cellulose from Bamboo, Methylcellulose, Potato Starch, Natural Flavor, Maltodextrin, Yeast Extract, Salt, Sunflower Oil, Vegetable Glycerin, Dried Yeast, Gum Arabic, Citrus Extract (to protect quality), Ascorbic Acid (to maintain color), Beet Juice Extract (for color), Acetic Acid, Succinic Acid, Modified Food Starch, Annatto (for color).

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Given the escalation of beef prices over the past half-decade, a product of growing demand and drought, a steakhouse business can be extremely sensitive to rising beef costs. For some steakhouse restaurants, maintaining a barbell menu pricing strategy that goes below market prices on high margin offerings and higher prices on premium end items keeps the "traffic" going; by continuing the inexpensive bar food while preventing the inflation of offering higher grade protein offerings.

Texas Roadhouse in the U.S., for instance, has demonstrated how success can continue in a highly competitive market by allying its operating and business models. With employee incentive program, menu-pricing strategy, and commodity hedging, the restaurant has been able to draw more traffic and capture higher margins of profit compared to its casual dining competitors.

Source: Harvard Business School, Visit Florida, Post and Courier, El Gaucho's website, Supply Chain Dive, Nikkei Asian Review, Forbes, CNET

It seems there are obstacles to running a steakhouse just as much any other restaurant would encounter in their journey of discovering the ideal business model. A truly successful steakhouse is one that brings out the art of steak, maintains a certainable air of elegance and service, while seemingly accessible. So, become an expert in all things beef and turn your staff into steak pros - after all, people come to a steakhouse for the meat. 🍷



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BEARD BROTHERS BBQ: "SMOKING" up the passion for meat



The Beard Brothers BBQ started in 2013 with a curiosity. The founder, Nazri, whom previously endeavoured fine dining and the Chinese kitchen, was intrigued by the idea of "smoking" meat, an idea that was first stirred by his brother-in-law.

NO EASY TASK

Nazri Jameson is a culinary arts graduate who decided to embrace the challenge of producing perfectly barbecued halal briskets. His obsession with it had him labouring for almost five months, honing his technique and recipe to achieve his vision of the perfectly barbecued brisket.

Putting meat on the grill, smacking it up, and putting the charcoal in - Nazri thought "smoking" was easy to pull off, but he couldn't be proven more wrong. He learned it was more than that - it was about going back to the basics, something which chefs often overlook. "Cooking with firewood is primitive enough, but if you don't look after the nuisances that goes into this technique, a lot can wrong,"

said the founder. And it did - a lot of failures and wasted meat at the founder's first attempt. It was a downtime, yet he continued and eventually found his way to satisfying his customers with smoked meat.

QUALITY & CONSISTENCY OF MEAT

Beard Brothers BBQ believes in running an ethical business. The restaurant pays attention to ethical questions such as where the meat comes from; where the cows are slaughtered, the seasons of which the cows are slaughtered, how these cows are slaughtered, and how meat is kept and transported.

Nazri learned the importance of treating and respecting animals as individuals from the kitchens he previously worked in. "Each cow is like a human being, every meat deserves to be respected - it's not just the number game that's coming out," he said. Not only the ideology underlines the culture of the Beard Brothers, it's also a priority passed on to the team in terms of work ethics.



MEAT FOR ALL WALKS OF LIFE

Beard Brothers is for everybody, from all walks of life. The menu is designed with this in mind, made affordable for various spectrums of consumer groups. The final check also goes reasonably by the weight of the meat.

But it's not only that. The founder believes a successful F&B experience is only possible when *"love and care"* is included in the food that is being served. While this might sound cliché to some, the essence of it goes back to the quality inside the kitchen - the chefs and staffs who are preparing the meals and ingredients that are rigidly checked. In fact, the Beard Brothers has experienced pushing products that are not of good quality simply because the quality of meat is not to be taken for granted.

"The most important thing for an F&B business - you treat customers as if you treat your family. It's a culture that the Beard Brothers will continually work on," said Nazri.

This makes the core of what defines Beard Brothers - barbecued halal briskets laboured with love; with 20 hours of prep and cook before they are ready to be served. Using meats sourced from Australia for their high standards of food safety, animal welfare, and quality assurance, the Beard Brothers take pride in serving juicy and tender fall-off-the-bone briskets, beef short ribs, pulled lamb and more.

TECHNOLOGY FOR CONSISTENCY

The restaurant also produces its own sausages. When a quality meat mincer is used, quality is equally seen in the meat cuts. Nazri believes a lot of homework is needed when investing in an equipment because it determines the consistency of meat that comes out. The Beard Brothers also uses cold room and a thermometer that's connected to the Wi-Fi to accommodate constant quality check on meat. Of course, that comes with synergy between the front-of-house and back-of-house. With the Beard Brothers, the most important part goes to behind the counter. The clear and constant communication between the manager and the kitchen is seen as top priority. Checklists are also adopted and standardised to run the restaurant smoothly.



MENU HIGHLIGHTS

"Brisket is king, but Malaysians generally love ribs. There are fan bases for each of the meat. Some like beef, some like lamb," said Nazri. The Beard Brothers follows a business model similar to the US' Texas Steakhouse. With an effective business model that has garnered a reputation in the F&B world of Malaysia, together with a huge fan base from Singapore and Thailand, the Beard Brothers are definitely considering future expansion into Johor.

Meanwhile, some of the menu offerings of the Beard Brothers include Mary, Texas Star, Sheep Thrill, Naughty Shorty, and Jalil.

THE LOVE FOR MALAYSIAN PALETTE

The founder has certainly learned a lot from the vibrant F&B world of Asia. *"A wide variety of cultural food and ethnic ingredients, and how food is shared with love is one of the things I love about the industry in Malaysia,"* Nazri said. Nevertheless, his wish is for people to be more broad-minded and more adventurous with food. *"Try new food and allow the experience to spark an idea in your head, that's where the excitement starts - it's a good thing to share around after all!"* 🍴

For more information on the Beard Brothers BBQ:

BEARD BROTHERS BBQ

Address : PG-01, Persiaran Tropicana, Tropicana,
47410 Petaling Jaya, Selangor, Malaysia.
Contact : +6012-319 0962
Website : <https://beardbrothers.com.my/bbq/>



a different kind of STEAK DINING EXPERIENCE



Nothing beats enjoying a steak that is cooked to your personal preference of doneness. When you go to a steakhouse, you usually get the menu, select your order, tell the server your choice, and then hope your steak will be cooked just right. After a few minutes, the steak arrives on your table, cooked and garnished. You slice your steak only to find out it was done wrong.

There is a game-changer steakhouse in Metro Manila, a place where you can satisfy your steak cravings on a different level. Stoned Steaks gives its diners a unique dining experience by letting the customers cook their steak on a lava stone exactly how they like it, at their own pace, and at their desired doneness.

“At Stoned Steaks, it’s different,” says Sue Jose, Social Media, Digital Marketing, and PR & Events Manager. *“The steak of your choice arrives at your table raw together with a 350-degree Celsius heated lava stone placed right in front of you, and you get to experience it with all your five senses, making you even hungrier by the minute and more eager to have your steak which you can choose how long to cook.”*

Cooking on a lava stone offers a special and more enjoyable steak dining experience. Here, you can control the perfection as well as keep the hotness and juiciness of your steak.

“Lava stone traps the natural flavor of your steak for a more delectable and unique way to enjoy your meal, something that Stoned Steaks offers,” says Jose.



How to enjoy steak better? By pairing it with wine. Stoned Steaks offers an extensive list of red and white wine as well as liquors and signature cocktails. They also have a Wine Room that can accommodate up to 12 persons, ideal for intimate family gatherings or small corporate meetings.

The husband and wife team Dick and Mars Balajadia are the inspiring duo behind Stoned Steaks. Dick’s culinary flair stems from his academic experience at the California Culinary Academy in San Francisco. He also completed the Owner President Management Program at the Harvard School of Business.

It was during their cruise across the Atlantic Ocean when the couple made their culinary discovery. Dick and Mars were amazed and impressed at how their steaks were served and cooked right before them. This experience inspired them to introduce the spiced-up steak dining experience to the Philippine market.

Founded only in December 2017, Stoned Steaks is considered a startup restaurant business. Yet it has already gained a strong following.

“Our company is still a baby,” says Jose. “The owners are very young entrepreneurs. They had that idea and the heart, and they pushed for it. I would say, in anything that we want to pursue, we just have to put our heart into it and the eager desire to do it. It is not an easy job to run a restaurant but being able to pull it off is made possible by all the wonderful people who work together to make it happen. To be able to deliver the whole presentation is really the secret.”

More and more restaurants are opening every year, both homegrown and international franchises. While there are many opportunities, there are also a lot of business challenges.

“The Filipinos’ curious palate is growing and a lot of businessmen are seeing this too. Thus, they constantly develop new food concepts which they think might catch attention in the industry. They are sometimes just fads. There are those who survive and there are those who are winning. I’d like to claim that we have already survived the trial period and we are already winning. In fact, we are already opening our first branch this November at Eastwood in Quezon City. It is a win and at the same time a new challenge as it is a new market we have to face.”

How does Stoned Steaks rise above some of their modern competition? *“We have a regular set of promos that we spread out during the week, and we already have patrons who visit regularly on their favorite day of promos. We also have converts coming from the competing brands wanting to try our brand of steak and they come back; they keep coming back.”*



The brand's uniqueness plays a big part in their success. Where else in the metropolis will you be offered this unique steak cooking and dining experience? The choices are scarce.

Besides its uncommon concept, Jose says it's the team that also makes the difference.

“Our wonderful kitchen and dining personnel make sure our guests have everything they need and are served to the full extent. Our people in the back end, from purchasing, accounting and all other concerned departments also make sure the best quality of meats are served and the restaurant is always on tip-top shape.” 🍷

STONED STEAKS

Address : 55 Scout Rallos Street, Tomas Morato, Barangay Laging Handa, Quezon City, Philippines
Contact : + 63 917 707 3837; +63 2 866 3807
Website : <https://www.facebook.com/stonedsteaks/>



a flair for MEAT (AND DONENESS)

It looks like the first ingredient of success for a steakhouse is choosing quality products. But you might also need a good meat purveyor. Truth is, even the best steak won't be good if it's prepared with the wrong equipment, such as using a bad grill. This goes out to any dish that is being prepared in your commercial kitchen. So, make sure you have everything you need when you start out your restaurant business!

GRILLING

Whether you own a smokehouse, steakhouse or barbecue restaurant, preparing and grilling a variety of meat skilfully is crucial to the success of your business. Even small mistakes can lead to big changes in the flavour, texture, and quality of your meats.

Grilling involves rapid cooking on a tremendously heated surface. Because meat is seared on the outside instantaneously while keeping the internal temperature low, grilling is ideal for rare and medium rare steak. In times before, a grill operated by gas or charcoal; meat; oil; and some salt and pepper were all that was needed to cook delicious steaks and meat. But that has changed with the emergence of commercial grilling equipment and charbroilers. Now, with the help of these commercial equipment, more restaurants are able to grill great-tasting meats for the restaurant customers which brings a great potential of impressing them, driving up sales and increasing repeat patronage.

However, there's a difference between the process of "grilling" and "broiling". Grilling involves bottom-up heat while broiling involves top-down heat. Charbroilers, in particular, give customers the BBQ taste they are craving for, be it countertop charboilers, floor model charboilers, or outdoor charboilers. Underneath the grates, some charbroilers will have lava rocks or ceramic briquettes or a combination of both, and often, they are fuelled by electricity, gas, wood or charcoal. While some use radiant heat as their source of heat, others use infrared.

The equipment allows a chef to perfectly cook a mouth-watering steak or meat, great for searing meat and cooking items fast. A restaurant chargrill is also big enough to cook many food items at once. The charbroiler is what gives a steak a classic lined, seared look where the grill grates brand the meat. A charbroiler's gas heat source can also be adjusted much like a cooktop. Charbroilers have an open flame which heats the grill grates to your desired temperature. Above charbroiler, you will also need an exhaust to remove smoke from the kitchen area.



One equipment that comes to our mind is the **Lotus Charbroiler CW-90G**. Fabricated using CrNi 18/10 AISI 304 grade Stainless Steel with Scotch-Brite Satin polish Finish, the charboiler incorporates 2mm thick worktop, rounded edges, chromed details, rear splash back, and knobs with water-proof grades IPX5. The model features:

- A professional gas charcoal grill on open cabinet.
- A grill container for holding Lava Rock over burners.
- High efficiency burners with piezoelectric ignition and pilot light, thermocouple safety valves, and removable liquid containers.
- Easy maintenance as all serviceable parts are accessible by the easy removal of front control panel.
- The supply of both LPG and Natural Gas conversion jets and adjustable feet for fittings (doors are not included).

For more information, you may visit

www.lotuscookers.it.

Tips: When cooking your meats on a grill, avoid slicing, piercing or puncturing the meat as the juices will escape resulting in the meat becoming drier. In addition to this, avoid puncturing the meat with a fork but instead use tongs or turners to flip the meat. You could also use a high-quality food thermometer to check the internal temperature of the meat.

get to know your EQUIPMENT



DEEP FRYING

Steakhouses and fried foods go hand-in-hand. When customers go to a steakhouse or a Western restaurant, not only do they expect a perfectly cooked steak or meat, but also fried foods to complete the meal. Fried foods such as shrimp, french fries, and onion rings complement steak items. Therefore, a deep fryer is a must have in most commercial kitchens, especially if hot, crispy items demand high production. A fryer is typically 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. Deep fryers can also cook meat items which help to retain their juices.

Deep fryers cook items by submerging them in oil. The heated oil cooks the items from all sides and does so quickly. As it cooks, it browns the outside of the food while retaining the moisture and softness of the inside. Depending on your restaurant business, you will need a large fryer that can hold a large amount of oil.

From creating French fries to fish and chips, **Frymaster Commercial Deep Fryers** is able to do it all. Frymaster's oil-conserving fryers are designed to use as much as 40 percent less oil to do the same work as same-sized traditional fryers. Operators know that oil is often the most expensive component of owning a fryer, so that reduction can make a significant difference over the life of the equipment. Many Frymaster fryers are also available with built-in oil filtration that takes most of the labour out in filtering the oil, which is a crucial step to maintaining the taste of your fried products and extending the life of the oil.

Each Frymaster deep fryer in the high-efficiency line has earned an ENERGY STAR Certification, meaning they're significantly more energy efficient than comparable, non-certified models. Commercial deep fryers are relevant to most food service businesses including large restaurant chains, food trucks, sports bar, canteens, and even concession stands. And with that comes the concern over efficiency in two aspects - oil conservation and energy efficiency. A fryer should be user-friendly, accommodate minimal oil handling, and extend oil life - be it when frying french fries or frying fish. Energy efficiency is equally important - a fryer should have low idle costs and offer low gas consumption per pound of food cooked. But of course, the best thing to do is to find a fryer that matches your kitchen's need!

For more information, you may visit
<https://www.frymaster.com/Products>.

Tips: Keep in mind that a deep fryer can produce double the amount of fries in pounds as the oil it holds. For example, if a deep fryer can hold 30 pounds of oil then ideally it can produce 60 pounds of fries per hour.



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A FLAIR FOR MEAT
(AND DONENESS)

A FLAIR FOR MEAT (AND DONENESS)

SOUS VIDE

Sous vide is a method known for taking the guesswork out of determining internal temperature when cooking steaks or meat. An immersion circulator plays an important role in this technique - the tool regulates water temperature in a large water bath. The steak is first placed in a plastic bath, then cooked for a longer amount of time to achieve its desired internal temperature. Unlike grilling, timing is less of a concern with sous vide. You may add additional minutes or hours to make the meat more tender, and it will not affect the quality of the meat - the meat will be cooked just the way you desire it to be. When ready, remove the meat from the bag and quickly sear the outside of the steak to add a caramelised crust.

One of the equipment that comes to our mind as we discuss the sous vide technique is the new generation of **SmartVide Immersion Circulators by Sammic**. The equipment combines precision in cooking with the possibility of standardising cooking times and temperatures to ensure a consistent and uniform result in sous-vide cooking.

Some highlights of the equipment include:

- Bluetooth connectivity, allowing for an interchange of important data to improve the chef's performance. Thanks to Bluetooth connectivity, SmartVide makes HACCP control extremely easy, allowing to export or print cooking results at the end of each cycle.
- The possibility of storing recipes instead of only temperature and time.
- All models are equipped with bootloader function, which allows remote firmware update so that the device is updated all the time.
- Robust construction using thick stainless steel or fiberglass-reinforced polyamid to make them ideal for commercial and continuous use.
- Ergonomic handle whereby SmartVide can be taken from a container to another one easily.

For more information on how you can utilise the equipment exclusively for sous vide, visit <http://www.sous-vide.cooking/>



Another reputable equipment is the **SV Thermo, Sous Vide Water Bath by Orved**. The SV Thermo is a powerful machine with small footprint (no bigger than a 1/1 GN pan size) and low power requirement (1.6 KW). The equipment allows chefs to free up the combi ovens for more crucial tasks and finishing food that have been previously cooked sous vide in the SV Thermo.

The brand believes that there are certain benefits to cooking meat in a sous vide equipment such as:

- Prolonged product preservation with all the nutritional properties still intact.
- The aromas are kept sealed within the bag.
- No oxidation of food due to the absence of oxygen.
- Less requirement of seasoning and fats.
- Less weight loss.
- No alteration of fats that may be harmful to health.
- Standardisation of the meat quality.

All of these can be achieved using Orved's SV Thermo that automates cooking modes:

- **COOK-OFF:** Timed-cooking with the resistance switching off at the end of the cycle.
- **COOK-CHILL:** Timed-cooking with cooling at the end of the cycle.
- **COOK-HOLD:** Timed-cooking with the temperature maintained at minimum in accordance to the HACCP Standard.
- **CATERING:** Use of the thermostatic bath in locations without the availability of connections to the water mains: automatic drain, fill-up and level regulation are switched off.

All of these come with the advantage of temperature precision and uniformity as the heating element surrounds the cabinet, resulting in an error tolerance of $\pm 0,5^{\circ}\text{C}$.

For more information, visit <https://www.orved.it/eng/>

Tips: Do the searing for no longer than 90 seconds, and ensure the steak is regularly turned to avoid overheating on one side and overcooking the interior.

SLOW-ROASTING

The slow-roasting process produces meat evenly cooked from one edge to another. The technique is unlike oven-roasting that puts meat at high temperature and results in varying degree of meat doneness across the cut. To ensure the roast reaches an internal temperature of 128°F, however, a meat thermometer is required. The good news is - a combi oven saves you time and effort from such hassles. Not only a quality combi oven ensures the evenness of meat through cooking temperature, it also produces consistency in the flavour of the meat produced which a slow-roasting process might not always be able to pull off.

Electrolux's SkyLine Combi Ovens is an energy-efficient solution catered to induce performance and prepare high quality food while providing better ergonomics and usability to commercial kitchen users. The equipment features certain benefits such as:

- Regeneration whereby food is ready for service within only 7 minutes.
- A static combi that features a gentler air distribution.
- Low temperature cooking that reduces the "maturing" process of fresh meat from 1 day to 1 hour. Compared to traditional cooking cycles, this cycle also cuts food weight loss by 50 percent.
- Dehydration process that combines low temperature cooking and zero humidity in order to preserve the compactness, flavour and nutritional values of food.

For more information on Electrolux's SkyLine Combi Ovens, you may visit

<https://professional.electrolux.com/commercial-kitchen-equipment/combi-oven/>

Tips: Don't be deceived by the pinkness of the meat. You may think the meat is undercooked only to discover in your bite that the meat is cooked beautifully medium-rare and tender using this technique.



SMOKING

A smoker is necessary for smoking meat. Without this equipment, the feel of homemade smoked ribs or roast may not be present. Perhaps, that's the reason why despite the advancements in the kitchen, there are chefs still keen on revisiting the old ways of cooking such as charcoal grilling and smoking. But how do they do it in modern kitchens of this day and age? Some other restaurants try meat smoking by batches and using only a few supplies. The flipside of this is inconsistency in the meat's moisture. One possible solution to this is a charcoal oven. When done right using the right charcoal oven, your meat will be cooked long enough and becomes succulent, as a result of allowing the collagen to break down.

With a charcoal oven, users get all the effects of charcoal grilling without soot covered walls and floors. **MIBRASA's Charcoal Oven** is designed to fit easily into today's modern kitchen and performs accurately like what we know charcoal does - sealing natural flavours with intense heat. The unit is:

- Quick to start without any need for electricity
- MIBRASA's patented aperture system using a weight system makes it maintenance free.
- Performs as an oven or a grill, cooks faster and cleaner by using 40 percent less charcoal compared to an open grill or smoker.
- Holds temperatures up to 300/350°C with an option of 3 hip colours for its door; giving commercial kitchens a rustic touch.
- Is available from tabletop to floor standing models and comes complete with the necessary tools for operation.

For more information, you may visit

www.nkr.com.my

Tips: Maintain a low cooking temperature and wrap the meat to retain moisture.



A FLAIR FOR MEAT (AND DONENESS)

PAN FRYING

Pan frying is not completely dissimilar to grilling. Of course, the pan needs to be hot just like the grill but it doesn't require you to go outside. For commercial cooking, a cast-iron pan or a similar heavy-bottomed skillet are appropriate as these pans can hold more heat. That being said, a pan definitely has no excuse for not doing the best job, but at the event of working for a meat or steak, it also works for hamburgers, filet mignon - basically, every cut of meat. Regardless of the choice cut, the pan automatically sears the piece of meat, making it extra juicy. Cooking times using a pan are similar as for grilling.

Tips: Instead of oiling the steak for the grill, try to salt and pepper the steak, followed by a lump of butter on the pan and quickly covering it with the meat cut or steak.



BEEF CUTS PROCESSING TECHNOLOGY AND PROCESSING EQUIPMENT

Apart from the techniques above, evaluating meat cuts equally matters, especially for a steakhouse. Meat processing involves a variety of treatments that includes processing technologies such as seasoning, mixing or tumbling, chopping, stuffing into casings, etc. The equipment that often make up this preliminary stage is meat grinding machine, brine injector, meat tumbling machine, meat mixing machine, sausage machine, patty machine and others. For any restaurant, this is of pivotal importance because your supply determines the quality of meat you will supply to your customers.

Equipping a Western restaurant or a steakhouse is not an easy task. Such operations require high-efficiency cooking and holding power that is able to produce food of consistent quality since customers pay a high price for premium cuisines. While the article above covers commonly used items, do speak to your nearest dealer who can point you in the right direction to equip your commercial kitchen. 🐾

Source: BizFluent, Masterclass, Mashed, Consolidated Foodservice Blog





Gourmet Garage showroom (formerly known as Lotus Foodservice Bali)

Creative ventilated ceiling combined with UV-C Capture Ray™ technology for high efficiency emissions control and MobiChef for ductless exhaust.

Creativity and aesthetics don't have to be limited to the food!

A lot goes into a kitchen. This is precisely why a lot goes into our designs that go far beyond the simple kitchen ventilation.

You see, at Halton we understand the balance of creating environments that combine high-end design with high-efficiency green engineering, all the while offering solutions with plenty of options for everyday performance for all types of food service operations. What's more, each of our systems is designed with an eye on integration in order to save money down the road. So whether you're an architect, an engineer, a restaurant owner or a chef, you'll be able to see that Halton is a lot of things when it comes to High Performance Kitchens and ultimately Wellbeing for the staff and guests.

Enabling Wellbeing

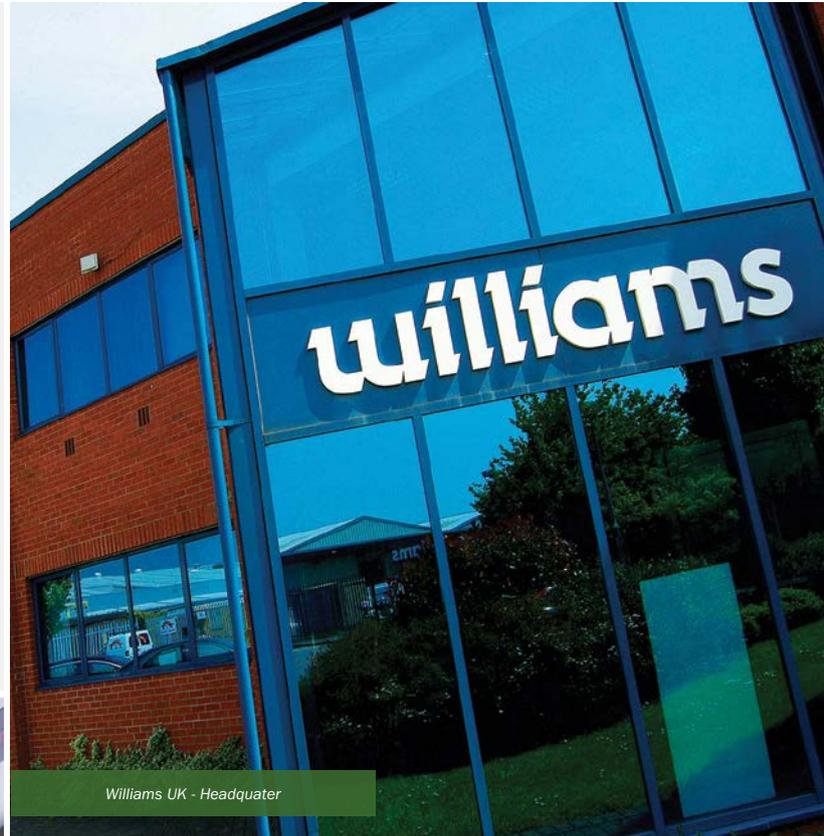


Halton

WILLIAMS: right FIRST TIME

Founded nearly 40 years ago in the British town of King's Lynn, Williams Refrigeration has become one of the leading manufacturers of professional refrigeration, securing a global reputation for quality, performance, and value for money. Williams Refrigeration is part of the AFE Group, a dynamic foodservice group in UK consisting of five companies that work together towards providing a complete catering and foodservice solution. The AFE Group and Williams Refrigeration is also a part of the Ali Group family, a large global group consisting of 76 brands, employing over 8,000 people in the foodservice industry.

With a strategic network, Williams Refrigeration Hong Kong Ltd was successfully established in 1988 to cater to the Asian market. The company's thirst for expansion has enabled Williams' global chains to seamlessly implement solutions, guaranteeing high standards of performance and quality in the refrigeration equipment industry.



Williams UK - Headquarter



Williams Upright Cabinet Chiller - Garnet series

DESIGNED WITH DURABILITY & RELIABILITY IN MIND

A commercial refrigerator is important to the back-of-house of a foodservice premise just as much as other cooking equipment. The appropriateness of the chilling or freezing process can affect the moisture, firmness, and flavour of the food while significantly reducing food wastage.

Two elements that play a major role in the process is durability and reliability. Williams believes that these are two utmost critical elements essential to maintaining food safety and coping with the daily demands of operations of a busy kitchen. The energy efficiency of a refrigeration equipment is equally important for operators that run on the large scale such as hotels that typically equip their sites with over hundreds of refrigeration equipment to cater to the daily demands of F&B operation, where energy consumption of these equipment affect their profitability.

With a product range that includes high performance and environment-friendly refrigerated cabinets and counters, blast chillers, coldrooms, back bar, front of house display and bakery equipment, Williams is committed to meeting the needs of customers while embracing the demands of legislation for food safety and energy efficiency.

EQUIPMENT makers of today



The manufacturing process of Williams' refrigeration equipment

ENGINEERED WITH A PURPOSE

Williams' refrigeration equipment are expertly constructed in its manufacturing facilities using the sturdy, food-safe, 304 grade stainless steel exterior and interior. Engineered from ground up, the equipment is designed to stand up to the rigours of everyday commercial use. The company ensures the use of latest techniques to produce best-performing equipment such as robust temperature control, ergonomic design, aesthetics, energy efficiency, performance, reliability, and sustainability.

At the same time, commercial kitchens are increasingly moving towards open areas from the back-of-house kitchen area. As the shift continues, Williams takes into consideration the ease of maintenance and flexibility for the kitchen layout while doing its product design. This is especially true for its front-of-house custom-made products.

As more kitchens choose to become a show kitchen and adopt the open kitchen concept, flexibility for the kitchen layout design is much needed. At the grasp of the trend, Williams' front-of-house custom-made equipment accommodate ventilation and service maintenance at the front which allows compact equipment setup - eliminating the reserve side in between the adjacent equipment and allocating shorter maintenance time.



WILLIAMS: RIGHT
FIRST TIME



WILLIAMS: RIGHT FIRST TIME



Manufacturing plant in China

GRIPPING ON TO THE “RIGHT FIRST TIME” CULTURE

The focus on delivering excellence for customers drives every part of the company, and that includes Williams’ manufacturing strategy. Williams believes in the “*right first time*” culture whereby a framework of constant improvement is adopted in the quality management of its equipment. Regular investment in new technology and constant review to make sure its equipment comply with best practices are some strategies that envelope Williams’ manufacturing focus.

Processes are also automated where appropriate, with manual assembly for critical points. The culture is supported by a focus on service and support (with sales offices across UAE, Europe, and Asia) which has won the company many international awards and reputable clients to this day. The achievement is a testament to Williams dedication in providing professional and innovative advices for their clients and reinforcing a sphere of collaboration among kitchen consultants and designers.

Williams Hong Kong, in particular, caters to the Asian market from its Dongguan manufacturing plant. The plant manufactures equipment built in compliance to ISO 9001, IOS14001 and ISO 22000. The products are also certificated by the regulatory bodies in different countries such as SASO (Saudi Arabian Standard Organization Certificate), CCC (China Compulsory Certification), and KC (Korea Certification), all of which testifies to Williams’ stringent manufacturing process. Together with its manufacturing plant in U.K., the company operates off a common platform for product consistency and ease of programming, thus enabling supplies to hotels, restaurants, bars, and fast food chains throughout the Asia region, including Hong Kong, Chinese and Asian government projects.

In fact, Williams’ manufacturing plants cover up to 426,000 sq ft and employ 729 people globally. With a size of 215,107 sq ft in Williams U.K.; 50,000 sq ft in Williams Australia; and 161,450 sq ft in Williams China, all of Williams manufacturing facilities are self-contained operations that purposes to offer exceptional flexibility and advantages to customers.



Williams Counter Chiller - Opal series

TOWARDS THE FUTURE OF EXPANSION

Williams' influence definitely stretches across and beyond the industry. The company plays an integral role in Eco Design and the regulatory framework of the foodservice equipment industry. Williams' UK technical director sits on the EU Standards Committee and is also a member of SIRAC technical forum as well as the BRA industry working group.

As a matter of fact, Williams' products are redesigned and tested to meet energy performance standard following the Minimum Energy Performance Standard (MEPS) set by the European Commission that came into effect on July 1st, 2016. It is apparent that sustainability is a global phenomenon and the commercial refrigeration industry is certainly not excluded.

MEPS will continue to remain an ongoing project as commercial refrigeration manufacturers are required to produce equipment that accommodate R290 - a natural refrigerant with lower global warming potential. Equipment that accommodate the new refrigerant is in the current stage of development for Williams manufacturing plans, an indication of Williams' positive response towards industry regulations.

In the manufacturing facilities in U.K. and Australia, equipment with the new refrigerants are already being manufactured. The new refrigerant consists of R290 Hydrocarbons (HC) that are naturally occurring and highly efficient refrigerant gasses which have almost no negative impact on the environment, while reducing energy cost. The refrigerant, however, will be applied much later in Asia.

Of course, Williams' focus on front-of-house product design continues. Following Williams' response to the open kitchen trend in Asia, the company has managed to secure its name as one of the known designers and manufacturers of front-of-house refrigeration equipment, delivering excellence and standing out in the competitive market.

Williams has learned that commitment to constantly improve products based on the changing demands of the market by listening to customers feedback is vital to staying abreast and strong in the industry. Not only clients' feedback has helped steer the design of Williams' extensive product portfolio, it has also enabled the company to build a global reputation for its distinctive product development and innovation.

Plus the company's continual investment in its in-house design, research and development facilities at all manufacturing plants - we are certainly excited to watch Williams running at the forefront of refrigeration technology, developing products that help shape the future of commercial refrigeration alongside others.

After all, to evolve, adapt and continually strive is a key lesson that any "good players" in the commercial refrigeration industry would have learned by now! 

For more information, you may contact:



WILLIAMS REFRIGERATION HONG KONG LIMITED

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Address : Unit C, 12/F., Roxy Industrial Centre,
58-66 Tai Lin Pai Road, Kwai Chung,
New Territories, Hong Kong.

Website : www.williams-refrigeration.com.hk



TECNO COMBI

The professional combi ovens of the TecnoCombi line combine tradition and technology in a mix perfect for the Chef who looks for advanced and reliable, simple and precise, efficient and robust cooking tools.

TecnoCombi is recommended for:

- Cooking centers, also important for the number of meals served at each service
- Restaurants, trattorias and cafeterias
- Gastronomy, butcher shops or other retail stores that offer cooked food of their own production

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- Anticipate an immersive experience at the **Kitchen CENTRAL** as you learn more about kitchen concepts for catering, grab-and-go and cook-chill processes. Watch cooking demonstrations by top chefs and gain useful takeaways from experts at a series of free seminars.

Learn from the Best

- Hear from over 40 industry leaders as they delve deep into key strategies for equipment procurement, central kitchen design and operation efficiency at the **FHA-HoReCa Conference**.
- Prominent speakers from Eco-Business, Fairmont Singapore, Grand Hyatt Singapore, Sodexo, TripAdvisor, WWF and more will also share their insights on innovation, skills, sustainability, technology and trends at the **Hospitality 4.0 Sandbox**.

Be Awed by Innovations



Hospitality 4.0



HOSPITALITY
START-UP VILLAGE

- Experience new innovative technologies for hotels, restaurants and kitchens at the **Hospitality 4.0** feature area and meet young start-ups who will showcase their disruptive technologies at the **Hospitality Start-Up Village**.

Get Sparked by Fresh Bright Ideas

- Led by Singapore Hotel Association (SHA) and supported by the Singapore Tourism Board (STB), the 3rd edition of the **Hotel Innovation Challenge** continues its quest for practical and efficient solutions that will enhance the productivity of F&B and housekeeping staff, and more!



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#FHA

FESTIVES: FUN-TIME or OPPORTUNITIES?

We have just recently celebrated Deepavali (the Festival of Lights) and we are already looking forward to Christmas! As Asians, we count joy for each festive in Asia, don't we all?

While festive seasons are fun for many, it is also a time that attracts extra crowd. It is during this time that customers do not mind indulging and dining out in groups since festivals are a vital part of the Asian communities. By taking a peek into the psychology of customers and grasping what they are seeking during these times, you can harness such crowds in your marketing plans and pull off some great strategies to attract customers. Some of the ways in which a restaurant can harness the enthusiastic crowd of the festive season are:

MAKE THE MENU FESTIVE-SPECIFIC

Consider sitting down with your chef and preparing a menu specific to the festival that's coming close instead of offering the usual items. For festives such as Christmas, Eid or Deepavali, you can bring authentic menu offerings to the table or adopt ingredients relevant to the culture that is being celebrated. During Christmas, for instance, you can consider offering plum cakes or fruit cakes; bryanis are just as good for Eid. If you can recreate the authentic flavours of a festive even if you are running a Western restaurant, a long queue out of curiosity and familiarity is sure to be seen at the doorstep of your restaurant.

In India, Domino's offered a "Navaratri combo" which included the special ingredients and recipes consumers widely use during the festive. During the Ramadan month, Behrouz Biryani Gurgaon increased their variety of bryanis for customers. Because customers tend to get bored with the usuals, surprising them at regular intervals especially during festive seasons can keep them hitched to your restaurant.

DOUBLE TREE by HILTON KUALA LUMPUR

Join us as Makaan Kitchen comes to life at dusk with an array of well-loved Malaysian delights by recreating one of Malaysians' must-visit weekly spot, the "Pasar Malam Istimewa". With more than live action stalls and up to 100 dishes to choose from, diners will be treated to a night market experience like no other.

"Pasar Malam Istimewa" Buffet Dinner

6 May - 4 June 2019
6:30pm - 10:30pm

RM 148 net per adult | RM 74 net per child

Early Bird Voucher
1 April - 1 May 2019
RM 105 net per person
*T&C Apply

For reservation, please call +603 2172 7272 or email KULOT_#Reservations@hilton.com

An example of a special Ramadan menu by DoubleTree Hilton.
Image via TableApp

The seasonal menu should include different versions: an in-house menu, a shorter hand-out menu for street marketing, and an online menu for social media and restaurant's website. Make them colourful, simple, concise and emphasize the limited availability of the menu offerings.



ORGANISE SPECIAL EVENTS DURING THE FESTIVE WEEK

There are many things that you can do to tempt customers to your restaurant - this could be unique deals or even different events on different days of the festive week while the festive is heated on. During Christmas, for instance, your restaurant could consider celebrating the "Twelve Days of Christmas" theme for 12 long days. During the Chinese New Year, you can bring in the dragon dance - a yearly dance performance held on routine in many venues that has somewhat caught the heart of many. Although what you can do differs from one restaurant to another, trying out this strategy will definitely increase the overall sales of your restaurant.

SOLUTION providers

ATTEMPT OTHER FORMATS DURING THE FESTIVE SEASON

While it is apparent that you cannot move your restaurant to different parts of the city that you want to reach for customers during the festive season, you can always move your brand where needed. This could be in the form of food carts or food trucks, or a large-scaled stall at events to reach out to the mass. A tip for selling food at these events are using a separate menu or a separate format and selling limited, festival-specific menu items.



CONSTANTLY IMPROVE YOUR RESTAURANT'S SOCIAL MEDIA PRESENCE

For any modern restaurant to thrive, relatable and frequently updated social media accounts are a necessity. With the presence of restaurants on Facebook and Instagram, at the very least, restaurants should be able to create the buzz for promotion deals and new menu offerings. During the holidays especially, consider posting festive photos of your seasonal offerings and genuinely celebrate with your customers. Include the price, possibly, alongside the photos, together with store hours and Call to Action button. With social media management tools such as Hootsuite, you can keep your postings on schedule and push specials during the holiday season. When a follower makes comments or inquires your service, answer in a timely way too.



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FESTIVES:
FUN-TIME OR
OPPORTUNITIES?

MARK YOUR
CALENDAR (AND
GET YOUR CHEFS
READY!)

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FESTIVES: FUN-TIME OR OPPORTUNITIES?

MARKET YOUR EFFORTS

Both online and offline marketing can be ideal for the festive seasons. Apart from designing flyers, billboards, pamphlets, store announcements, and menus specific to the festive season, you can change the theme and design of your restaurant website, giving it a festive-ready look. Another thing to not miss out is designing emails and sending out SMS message to all loyal customers to inform them what you have in store for them during the festive season. The marketing of Genting Highlands during the festive season is one that has caught the attention of many for many years, almost to the point that it has become a place many go to for any festive season. Also consider discounts, offers, and lucky draws during the festive season - all of which can be advertised on your social media platforms.

Of course, there's also the media coverage. If your restaurant is running on a reputable scale and has been visible to media, chances are that you can invite the media to promote your festive promotions. There are many restaurants that have been doing this in Asia, a move so supreme that media seeks out for these restaurants. This shows that if

you include festivals in your restaurant marketing plan and do it right, you can have a media coverage which will help you boost your restaurant's brand credibility in the eyes of the people at large.

HIRE SEASONAL STAFF

Labour turnover is a decade-old problem in the foodservice industry due to the fast-paced nature of the industry. In December towards the New Year particularly, restaurants begin to see an upsurge in the number of customers. Especially towards the year end, people tend to go out to enjoy the holiday season and spend time with their loved ones. With the New Year implying there's a huge rush at any restaurant, you may likely have to hire additional staffs to manage the additional customers. If you choose to neglect the demand, your restaurant may only end up at longer waiting times, an indication of inefficiency and poor service for customers. Because this can ruin your customer experience and affect your brand image, consider hiring seasonal staff to manage the holiday rush in your restaurant.



DECORATE YOUR RESTAURANTS

Depending on the festive season, it is better for you to decorate your restaurant outside instead of the interior to bring the crowd in at initial attraction. Decorating inside the restaurant may cause damages in the long

term. It is also good to get off the routine during the festive seasons so customers know your restaurant is up for fun and celebration. However, after the season, you may go back to your usual restaurant theme.



INCREASE SPEND PER TICKET

To increase customer interest and spend, consider increasing the the visibility of your seasonal offerings. Advertise gift cards or offer up a small gift card for free with the purchase of another person as a gift to the purchaser. Gift cards are great at pulling in new customers and increasing spend at the time of purchase. Make sure your dining loyalty program rewards bigger tickets: the more customers spend, the more earnings they get.

You can also consider offering add-on or seasonal drinks that are on trend. Train your servers to make mention of them to customers, especially that they will be around only for a limited time, with a visible signage in the restaurant repeating that. In fact, you can pass out free samples of a seasonal appetizer while customers wait for their order. Always remember to upsell - a good time to run a contest among your staffs too on who pushes those items the most.

PREPARING FOR CHAOS

Because people are generally in a mood to celebrate and tend to get rowdy after a couple of drinks during the festive season, a “*crisis management*” is necessary. Even a steakhouse or a Western restaurant with a bar will experience this problem, apart from restaurants and bars that host special events and parties. Be prepared for the disorder at any day, because a drunk customer can certainly disrupt the ambience of your restaurant. Thus, it is suggested to hire bouncers if there are any special events, or to hire one for daily operations.

Remember, it may seem like there are limited ways to increase restaurant sales, but by getting creative during the festive seasons, it may no longer be the case. To get a plan in place before the season is upon us, let's check out how we can utilise the festive dates for the coming year! 🍷

Source: Dap Pro, The Restaurant Times, The Magic Pin Blog, Backpacker Southeast Asia



MARK YOUR CALENDAR (and get your CHEFS READY!)

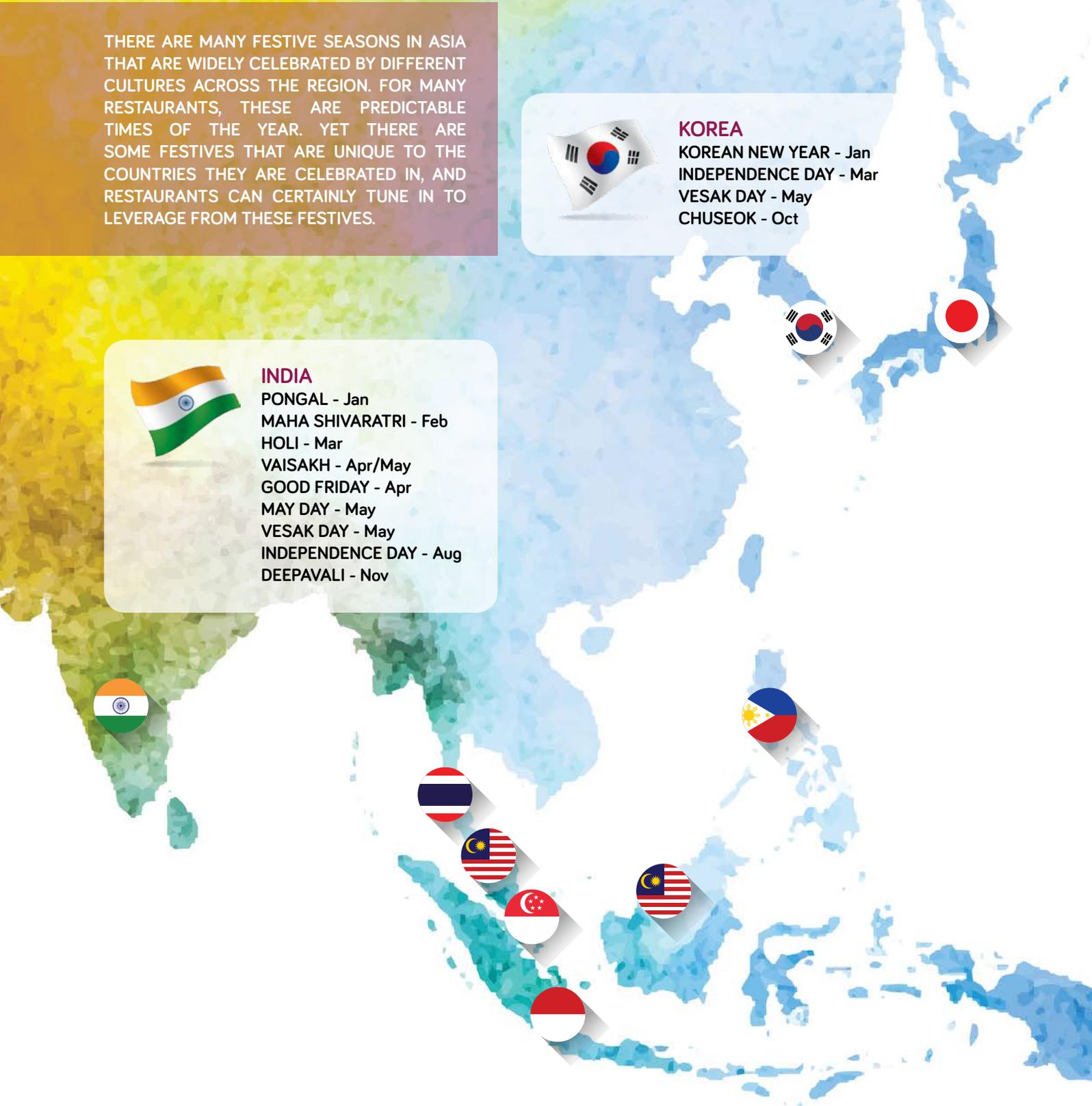
THERE ARE MANY FESTIVE SEASONS IN ASIA THAT ARE WIDELY CELEBRATED BY DIFFERENT CULTURES ACROSS THE REGION. FOR MANY RESTAURANTS, THESE ARE PREDICTABLE TIMES OF THE YEAR. YET THERE ARE SOME FESTIVES THAT ARE UNIQUE TO THE COUNTRIES THEY ARE CELEBRATED IN, AND RESTAURANTS CAN CERTAINLY TUNE IN TO LEVERAGE FROM THESE FESTIVES.



KOREA
 KOREAN NEW YEAR - Jan
 INDEPENDENCE DAY - Mar
 VESAK DAY - May
 CHUSEOK - Oct



INDIA
 PONGAL - Jan
 MAHA SHIVARATRI - Feb
 HOLI - Mar
 VAISAKH - Apr/May
 GOOD FRIDAY - Apr
 MAY DAY - May
 VESAK DAY - May
 INDEPENDENCE DAY - Aug
 DEEPAVALI - Nov





JAPAN

EMPEROR'S BIRTHDAY - Feb
 VERNAL (SPRING) EQUINOX DAY - Mar
 SHOWA DAY - Apr
 GREENERY DAY - May
 MARINE DAY - July
 MOUNTAIN DAY - Aug
 AUTUMNAL EQUINOX DAY - Sept
 CULTURE DAY - Nov
 LABOR THANKSGIVING DAY - Nov



MALAYSIA

CHINESE NEW YEAR - Jan
 VESAK DAY - May
 RAMADAN & EID - May
 HARI GAWAI - June
 INDEPENDENCE DAY - Aug
 DEEPAVALI - Nov



SINGAPORE

CHINESE NEW YEAR - Jan
 VESAK DAY - May
 RAMADAN & EID - May
 INDEPENDENCE DAY - Aug
 DEEPAVALI - Nov



INDONESIA

CHINESE NEW YEAR - Jan
 HARI RAYA NYEPI - Mar/Apr
 GOOD FRIDAY - Apr
 EASTER (HARI PASKAH) - Apr
 VESAK DAY - May
 RAMADAN & EID - May
 INDEPENDENCE DAY - Aug



THAILAND

CHINESE NEW YEAR - JAN
 MAKHA BUCHA DAY - FEB
 SONGKRAN FESTIVAL - APR
 VISAKHA BUCHA DAY - MAY
 ASAHNA BUCHA DAY - JULY
 PHUKET VEGETARIAN FESTIVAL - OCT
 LOY KRATHONG FESTIVAL - NOV
 NATIONAL DAY - DEC



PHILIPPINES

ATI-ATIHAN - Jan
 HOLY WEEK - Apr
 GOOD FRIDAY - Apr
 EASTER - Apr
 CARABAO FESTIVAL - May
 RAMADAN & EID - May
 INDEPENDENCE DAY - June

Other occasions celebrated worldwide:

NEW YEAR - Jan • VALENTINE'S DAY - Feb • LABOUR'S DAY - May • CHILDREN'S DAY - May • CHRISTMAS - Dec





MALAYSIA

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GET READY FOR 2020!



HOSPITALITY
by mep



Before we say goodbye to 2019, we want to share some exciting news with you.



Toby and the **HMEP** team is busy moving into their newly renovated space for an upgrade to welcome the hospitality industry. Stay tuned and you might be in for a surprise or two when the revamped site is launched in 2020.



The biggest trade show for the industry is coming in March 2020 @ FHA HoReCa. The biennial event will run on March 3-6, back at Singapore Expo. We have exciting activities lined up for the show. So remember to sign up and register at www.foodhotelasia.com!



mise en place



201020 - Mark the date for Mise En Place. Learning and sharpening your skills are important. As we work with industry leaders, we will be rolling out an event unique to the demands and needs in Asia. Stay Tuned!

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FHA, Singapore
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