

Evolution of Commercial Kitchen & Its Equipment



Vol.30
2020

mise en place

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EDITOR'S note

Stay healthy, Stay safe, Take care. Before I begin, I hope that everyone and your families are safe, healthy and taking good care - mentally and physically. It has been 2 months since Malaysia was put into a movement control order on the 18th of March. Even as we watch the first few countries battle the virus, when it happened here, most were thrown into a limbo, pushing us to acknowledge the changes that we had to adapt to immediately.

This volume was supposed to be pushed out during FHA HORECA's inaugural event in Singapore, together with few events that usually fills up our calendar for the first 4 months of every year. But as rumours grew around the industry and our trade partners moving show dates about, everyone was focused on the question - how this is going to affect me and my business.

We had to make changes as well. As we have already done up our main article in Business Sense where we featured the Bubble Tea's wave, we are going ahead to share some of the information we discovered and kept most of the article intact. But every other section - especially news and events suffered with show previews pulled out and our special FHA feature was pulled out as well.

So in its place, we jumped on the WFH (work from home) wagon and with some partners, worked on information that we felt were crucial - handwashing, sanitisation and also how to keep everything spick and span where people had to work around new SOPs while facing the new norm.

Funnily, this volume was a facelift that we were planning on for some time to adopt a more digital sphere. We pushed online a special digital feature where our first article asked an interesting question - *"Do we sacrifice the environment when we make business decisions with today's environment of takeaways and delivery?"* Do check out our LinkedIn account or mine for more info.

I am also happy to hear news from many of our industry partners and friends stepping up to assist and support those affected. Though currently the numbers of closing businesses are not encouraging, I believe many partner brands are already working on new plans and ideas to help support the industry.

As we all continue to change and adapt, our wishes to everyone to stay safe and take care. It is going to be an uphill battle as we settle into our "new" working environment and we wish everyone the best!!



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NEWS!!

market, event &
EQUIPMENT launch

- 06 CAFÉ MALAYSIA 2020
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CAFÉ MALAYSIA 2020



12,000 VISITORS AT CAFÉ MALAYSIA 2020 - A TESTAMENT TO MALAYSIA'S ROBUST COFFEE CULTURE

Over three days at the sixth edition of the Café Malaysia series, 12,000 visitors gathered in celebration of the country's longest-running international coffee show which was officially opened on 9 January 2020 at the Malaysia International Trade & Exhibition Centre (MITEC).

The **Café Malaysia** series, a yearly event that celebrates Malaysia's dynamic coffee culture and industry, is the country's largest gathering of industry players, café owners, professional baristas and latte artists. The event showcases the latest supplies and products, an array of coffee beans and tea leaves from around the globe, equipment, machinery, accessories and technology, all under one roof. The comprehensive one-stop platform is also a focal point of business opportunities as industry players get to network with another to explore opportunities in the fast-growing regional and international coffee businesses.



Café Malaysia 2020 attracted coffee and tea trade professionals, congress delegates, baristas, café owners, coffee and tea suppliers, equipment distributors, members of the Malaysia Café Owners Alliance from across East and West Malaysia, and members of the public. The show hosted over 100 brands and companies hailing from more than 20 countries including Malaysia on a gross exhibition area spanning across 6,000sqm.



This year, the show continued to honour and acknowledge Malaysia's top talents of baristas and latte art virtuosos as it hosted three internationally-sanctioned coffee championships at the national level - the **Malaysia Barista Championship (MBC) 2020**, the **Malaysia Brewers Cup (MBrC) 2020**, and the **Malaysia Latte Art Championship (MLAC) 2020**.

The following were crowned as champions:

- **Keith Koay Zizheng (One Half Coffee) - Malaysia Barista Championship (MBC) 2020**
- **Regine Wai Yee Beng (Page 2 Café) - Malaysia Brewers Cup (MBrC) 2020**
- **Nicky Voon Pei Xin (103 Coffee Workshop) - Malaysia Latte Art Championship (MLAC) 2020**

Winners from each competition clinched the ultimate honour to represent Malaysia at the international championships which will be held overseas later this year.

The show also hosted visitors who are keen to acquire knowledge on topics pertaining to managing a café and how to brew the best cuppa at the Café Malaysia 2020 Seminar. The knowledge-sharing session featured café and coffee experts who presented insights on various topics such as 'Maximizing and Capitalizing Your Milk for Customers', 'The Importance of Having a Good Sound System', 'Origami Coffee Dripper', 'Philosophy of Coffee Brewing and Brewing Method by Tetsu Kasuya, World Brewer Champion (2016)', and 'Green Coffee Buying: Guideline for Specialty & Micro-lot Selection and Purchasing.'



Cafe Malaysia 2020 was organised by CEMS Conference & Exhibition (M) Sdn Bhd, and hosted by the Malaysia Specialty Coffee Association (MSCA) and the Café Owners Alliance Malaysia. MSCA is a member of the ASEAN Coffee Federation (ACF). The show was also endorsed by the Malaysia External Trade Development Corporation (MATRADE). ☕

For more information, visit www.cafe-malaysia.com



while we were INDOORS...



THE INDUSTRY IS MOVING FORWARD

Not a day goes by as we hear news and information on Covid-19 and its' continued negative impact on foodservice and hospitality businesses. In reality, the foodservice and hospitality businesses are among the first to move on and remain focused to comprehend and quantify the operational and financial impact of a pandemic for their businesses, despite enduring the extremely "bad weather". But

the industry has proven to be resilient and flexible by showing its maturity level in making their venues available for hospital beds and hospital employees; introducing new delivery concepts; promoting the "staycation or holistay concept"; and the continuity of technology in advancing product innovations. In Asia, we are already seeing a pick-up in the hospitality industry, though only at the starting point, which certainly gives us more hope!



INNOVATION CONTINUES

CREM's EX3 espresso range wins the top spot for iF DESIGN Award 2020, one of the most prestigious design prizes in the world. The brand new coffee machine is named winner in the product design category among 7,298 entries from 56 nations on April 1, 2020 in Spain. iF DESIGN Award 2020 is calibrated by a jury of 78 international design experts from more than 20 nations. Not only that, EX3 espresso range also won the prestigious 2020 Red Dot Awards for the category of Product Design - Kitchen Appliance and Kitchen Accessories / Coffee Machines.



The EX3 espresso range is a versatile professional espresso machine, released by CREM in Milan during the last Host edition. Featuring a smart design concept, the machine can be easily customised and manufactured using a wide range of combinations, both external and technical. Most importantly, the EX3 is tailor-fit for any type of business with an espresso demand, be it a small café or a big coffee shop chain. After all, keeping up with a superior cup quality for your business can make all the difference during the Covid-19 peril customers are experiencing. But that begins with using the right equipment range. ☞



For more information, visit www.creminternational.com



WE ARE TAKING



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

ING A BREAK

With the current climate, trade shows and partner events are taking a break to help fight the spread of Covid-19. Dates of events have been moved to the 3rd or 4th quarter of 2020 with some indicating dates in later part of the year.

We will keep you updated of any information as we get them from our partner events.

Stay strong, stay safe and Take care!

Shows with dates confirmed:



INDONESIA
01ST - 03RD Oct 2020
FOOD HOTEL TOURISM BALI
Bali



THAILAND
22ND - 26TH Sept 2020
THAIFEX ANUGA ASIA
Bangkok



SINGAPORE
02ND - 05TH Mar 2021
FHA FOOD & BEVERAGE
Singapore



CHINA
29TH Mar - 01ST Apr 2021
HOTELEX SHANGHAI 2021
Shanghai

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SPECIAL focus



STAYING CLEAN... making every 20 SECONDS EFFECTIVE!

WASH YOUR HANDS! At this time, we simply can't emphasize enough how much this statement is saving lives all around the world. As this article is being prepared, we have close to 3 billion people confined to their homes, more than 460,000 infected worldwide and death tolls are rising daily.



All of the food and beverage industry is reeling from the effects that the virus have into their business. Regardless whether you are a chain, a restaurant or a food stall, confined public never spells as good news. Delivery services are also being pushed to its limit and that is another topic that we covered in another article. Stay tuned!

But as we are sequestered in our homes, we got on video conference with Cheryl Wong, Business Development Manager - Chemical Division and Esmen Yee, Marketing manager from SEA office of Winterhalter to find out if 20 seconds under the tap for your staff in a F&B business is enough.

WHO, WHEN, HOW ?

WHO

Every food handler should be trained to wash their hands to maintain optimum hygiene. Nearly every surface is covered with microorganisms that we cannot see.

WHEN

Before, during and after. Of course it is compulsory that staff wash their hands after using the rest room, touching the body or clothing, coughing, sneezing, blowing nose or using a handkerchief or tissue, eating, drinking, handling soiled items and etc.

One important point is also because humans habitually like to touch our own face, staff must be aware of their actions during service. (There is an interesting article that encourages you to use your less dominant hands when you need to do something mundane.)

HOW

5 or 7 steps, 20 seconds, soap and water.

7

STEPS TO GOOD HAND WASHING:

winterhalter®

- 1 Wash hands with sufficient soap and clean water.
- 2 Scrub your palms.
- 3 Scrub each and every fingers and areas between them.
- 4 Scrub your nail on your palm.
- 5 Scrub the back of your hands.
- 6 Rinse your hands with sufficient clean water thoroughly.
- 7 Dry your hand with a clean towel or hand dryer.

Source: MyHealth Ministry of Health Malaysia

But with Cheryl and Esmen on the line, we checked for some facts if this is enough and what businesses could also do better.



PERSONNEL - Hand Washing And Hand Sanitisers.

They both sound clean but operators must understand that staff using just hand sanitisers is not enough. Handwashing with the right antibacterial soap must be done at the very start with hand sanitisers used intermittently during service if your staff is in the kitchen. Though if your staff is handling fresh and raw products, handwashing with soap is still the requirement.

Handwash soap has the necessary component to remove grime and soil. A sanitiser can reduce microorganism but it doesn't remove soil like oil and grease which if it stays on the hand would present a possibility of cross contamination.

So for the best option, an antibacterial soap is still necessary with sanitisers used periodically throughout service.

Agents For Cleaning And Sanitising Surfaces And Products.

Food safety or Serv Safe compliance would cover every other aspect in the kitchen which ultimate aim is to avoid Foodborne-illness outbreaks.

From your tools and utensils to appliances to your food produce, proper hygiene practices are crucial and just like your hands - cleaning, then, sanitising is the way to go.

Cleaning removes food and other dirt from a surface. Sanitising reduces pathogens on a surface to safe levels. We must clean and rinse a surface before it can be sanitised. Then the surface must be allowed to air-dry.



STEP 1 - CLEANING | Because there are multitude of different surface and materials in the kitchen, here are some sample solutions:

PURPOSE

To clean grease, oil and general food debris residue from the hard surface.

IDEAL FOR

Chopping board, knife, big utensil, beverage container, food container.



C112 Manual Dishwashing Detergent



C151 Oven Cleaner

PURPOSE

A cleaner to remove carbon stain on stainless steel surface.

IDEAL FOR

Combi oven, conventional oven, griddle, wok, deeps fryer with carbon soil and others.

PURPOSE

A cleaner to remove floor stain like grease, foot print and dust. effectively cut through a wide range of environmental soiling including oil and grease.

IDEAL FOR

Common floor tiles such as ceramic or porcelain, laminate floor, epoxy, vinyl floor and etc.



C122 Floor Cleaner



C121 Deep Cleaning Cleanser

PURPOSE

A type of abrasive cleaner to tackle harden stain on floor surface.

IDEAL FOR

Common ceramic tiles, marble, granite and rough floor surface.



Winterhalter's Undercounter U50, Passthrough P50, Rack Conveyor C50 warewashers.

STEP 2 - SANITISING

Sanitising is practiced either using heat or chemical. Each sanitising method and sanitiser chemical has specific requirements for use.

Heat Sanitising:

Most dishwashers opt for heat sanitising. With temperatures achieving 82°C during its final rinse, dishes come out sanitised. For effective soaking, you are required to soak them in temperatures higher than 77°C with at least 30 seconds.

On a side note, Winterhalter warewashers have recently added a **“Hygiene concept function** where the unit intelligently reduces transport speed when it detects a temperature loss thus achieving thermal label compliance when it comes to heat sanitising assurance”.

Chemical Sanitising

Though most operators now use dishwashers in their operations, in instances where manual practices are still apparent, a 3 compartment sink - one for each task (clean, rinse, sanitise) should be practiced.

In areas where chemical sanitisers are applied, its effectiveness is based on several factors and among them are concentration, temperature, contact time, water hardness and pH.

Tableware, utensils and equipment can be sanitised by soaking them in a chemical sanitising solution, or rinsing or spraying them with sanitising solution. Three common sanitiser are chlorine, iodine and quaternary ammonium compounds (quats) and these chemical sanitisers are regulated by state and federal environmental protection agencies.



Some food safe sanitisers in the market:

TARGET	IDEAL FOR	
A ready to use general sanitiser.	All the food contact surface and equipment.	 C144 Quats Sanitizer
An oxygen bleach to remove soil from protein, starch, tea, oil and tannin (coffee, tea).	Mainly for dishes, glass, cup, tea pot, stainless steel cutlery, kitchen tools such as chopping board, knife and etc.	 A11TK Oxygen Bleach Presoaker
A chlorinated sanitizer to eliminate all kind of microorganism and sanitizer for vegetable and fruits.	A universal Safety and Environment Assurance Centre (SEAC) product.	 A90 Fruits & Vegetables Sanitizer
A super concentrated cleaning and disinfection agent with strong pine fragrance.	Floor mopping or cleaning of non-food contact surface, especially suitable for use in wash rooms, garbage and receiving area.	 C142 Pine disinfectant Liquid, C143 Pine Disinfectant Gel

And for all handwashing and cleaning to happen, there is one important element. Read on in our next article with T&S Brass & Bronze Works, Inc where the magic of good hand washing practices happens - the sink.

Our thanks for Winterhalter SEA for their time. We can only improve with information and it goes a long way to helping everyone beat the virus and come out on top. 🙌

Stay strong, stay healthy and take care!

GOLD NUGGETS from the past!

From Volume 3, way back in 2013.

On Solution Provider, we talked about “Top Practices in Navigating The Equipment Maintenance Trail”.

Maintenance is a big chunk in determining efficiency and longevity of machineries. So print out this checklist, stick it up on the walls of the kitchens as a constant reminder on reaping the benefits of a well-serviced piece of equipment.

- Daily or intermittent showers - flush out dirt, grime or food scraps.
- Schedule regular inspections.
- Let the experts handle it.
 - Read the papers - manuals, manuals, manuals.
- Always adhere to care instructions.
- Educating for effective equipment.
- Journal of equipment maintenance.

TOP PRACTICES in navigating the
EQUIPMENT MAINTENANCE TRAIL

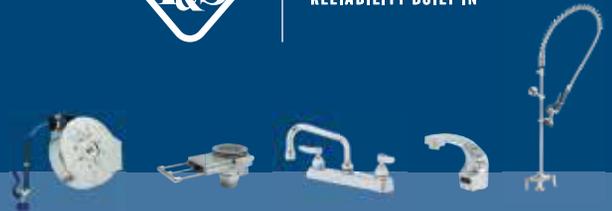


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SPECIAL focus



TAP IT RIGHT & it makes all the DIFFERENCE!

All across the media, we are reading about how washing your hands correctly can help prevent the spread of disease. This is, however, not a new development. Washing your hands always has been vital in reducing the spread of bacteria and viruses.

The WHO, among many other sources, clearly states how to wash your hands. But there are more ways to prevent the spread of germs than just correctly washing your hands.

Being in the food and beverage service industry, it is imperative that proper hygiene practices can be maintained easily and practiced daily. Even with just a simple handwashing process, having the right tools makes all the difference.

Did you know your kitchen staff could re-dirty their hands by touching a faucet's handle to turn the water off, too? Or that the stagnant water in the pipes could dirty their hands? If the handwashing process is done incorrectly, it jeopardizes food safety management and risks cross contamination while food is being prepared.

Additionally, by using a sensor faucet, kitchen operators can prevent re-dirtying their hands and reduce the amount of water wasted because the sensor faucet shuts off while you're lathering your soapy hands for 20 seconds. With other faucets, the water would keep running, costing you not only water costs but also sewer costs and energy costs.

Some faucets from T&S also have an automatic flush option that flushes the plumbing lines after 12 hours of inactivity to prevent germs from settling and reproducing in water pipes. Additionally, there are options of different power supplies for sensor faucets, including the EC-Hydrogenerator that uses the flow of the water to power the sensor faucet, eliminating the need for replacing batteries or an electrical connection.





A clean laminar flow.

If installing a sensor faucet is not an option for you, there are other ways to achieve the same goal of maintaining cleanliness, including wrist-action levers that are designed to be shut off with the back of your hand or wrist instead of your fingers. Alternatively, knee valves or pedal valves require no use of your hands at all.

And in tandem with the general environment today to eradicate the spread of bacteria and viruses, you can also adopt aerators into your systems, as some hospitals and healthcare facilities are doing already. The option of including these special nozzle outlets helps create a laminar flow to avoid airborne diseases from being spread through handwashing, thus contributing to an effective and safer handwashing result.

At least one important lesson that Covid-19 have also brought to the forefront is how we impact the environment. Solutions from sustainable brands like T&S make hygiene options simple and affordable when the cost-of-ownership easily translates into a worry-free experience with access to reliable aftersales support. More importantly, these brands ensure that your investment contributes to more sustainable operations for your business in the long run.

So help protect your colleagues, employees, and your customers by reducing the spread of diseases and the strain on healthcare facilities - responsibly and effectively. 🧼

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EXHIBITIONS HIGHLIGHTS

SALON CULINAIRE

The Bali Salon Culinaire 2020 organised by Bali Culinary Professional held alongside FHTB. 30 categories of exciting artistic competition showcasing the skills and expertise of chefs and apprentices in the industry. Bali Salon Culinaire offers the opportunity to see Ice Carving, Fruit and Vegetable Carving, Practical Cooking Cake Decoration and Dewata Gastronomic Challenge which involves all the elements that exist in the Food & Beverage Industry.

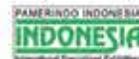


SOMMELIER COMPETITION

Indonesia Sommelier Associations (ISA) – Bali Chapter organise 2 competitions that looking for the best talent and champion. ISA hold Junior Sommelier competition for candidate below 22 years old and the second competition is Bali best Sommelier to found the best Sommelier in Bali to representing Bali for the National competition. ISA also hold additional of seminar and workshop for public in the spirit of developing the wines knowledge.



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CONCEPT
today



23 THE RESURGENCE OF
BUBBLE TEA

30 BUSINESS INSIGHTS INTO
THE BUBBLE TEA MARKET

the resurgence of BUBBLE TEA

Xing Fu Tang, Tiger Sugar, The Alley, and Tealive - these are household names among the urban millennials, some among the many bubble tea stores out there. That tells us two things - the bubble tea market is driven by strong competition; and the market has a strong demand among consumers. But despite market competitiveness, many bubble tea stores are still witnessing to street long queues and exponential sales every minute of the day!



A RESURGING TREND

The bubble tea milk trend which seemingly appeared to have died down sometime ago, was a surprise to many when it made its big comeback in Asia not long ago. A part of its success comes from Internet foodies who made bubble tea a global phenomenon in the recent years. Grab, the ride-hailing giant of Southeast Asia and the transportation network company that runs food deliveries via GrabFood seems to agree. According to Grab's data, bubble tea orders only within the region has increased at a rate of 3,000 percent in 2018. The increasing consumer demand has become so overwhelming that GrabFood has almost 4,000 bubble tea outlets in their network alone, a notable 200 percent growth in outlets for the Southeast Asia region.

The data also shows that Southeast Asians drink an average of four cups of bubble tea per person a

month. Thailand, on the other hand, consumes six cups of bubble tea per person a month, followed by the Philippines with an average of five cups. Following the count is Singapore, Malaysia, Vietnam and Indonesia that consume three cups per person a month. The data also revealed the region's top favourites, namely pearls for topping, hazelnut for flavour, and the preference of ordering bubble tea during lunchtime.

Bubble tea drinks are designed for the young; its appeal goes out to the younger generation as a way of "viral food" trends. Because "trending" has been an effective marketing strategy especially in the recent years, bubble tea producers are putting more efforts into creating unique concepts incorporating various toppings and flavour combinations to stimulate consumer interest and differentiate themselves from competitors.

WHAT'S IN A CUP?

First introduced in the 1980s in Taiwan, the origin of the name bubble tea comes from the milk froth that resurfaces from the shaking of the cup instead of stirring the pearls or tapioca balls typically found at the bottom of the drink. Bubble tea drinks can be a variety of any type of tea, served at any temperature, with an oversized straw. But one perquisite that goes in and makes all the difference for the vendors is the jelly-like pearls, or bubbles according to many.

Inexpensive manufacturing, ease of consumption, ready accessibility, and affordable price are some of the attractions that has made bubble tea an ideal everyday beverage following lunch, during dinner, or just whenever preferred. As opposed to the old powdered forms, teas are now freshly brewed, and key ingredients are made in-store.

WHERE DID IT COME FROM?

There are many tea vendors that claim to have introduced the bubble tea drink which is now one of the world's most famous beverage. Several tea companies claim to be the creator, so it's unclear which is the true founder of the popular drink. Yet, the most acclaimed source remains to be Liu Han-Chieh of Chun Shui Tang Teahouse in Taichung. It appears cold coffee was enjoyed by the Japanese people in the early 80s which gave him the idea to sell cold teas. The idea was a huge sensation among the locals that his business expanded rapidly and branched out throughout a vast majority of the city.

The pearls, on the other hand, first arrived in 1988 when Liu poured some tapioca balls during a meeting into his iced teas. It was loved by everyone, and became a well-loved sensation since then. Liu also claim to have experimented cold milk tea by incorporating syrup, fruits, and candied yams into the drink. Another known theory suggests that Tu Tsong-He of the Hanlin Teahouse invented the drink spontaneously, using white tapioca balls where the name allegedly originated. Wherever it started, it's apparent that the Taiwanese tea industry has



Please provide caption

taken the world by storm and is not planning to stop anytime soon. In fact, it has forced many traditional vendors to adapt bubble tea drinks into their menus to be a part of this trending sensation.

THE OBSESSION

It is still unclear to many how bubble tea drinks managed to take root and grounded itself in different countries across the world while other food and drink trends fade into obscurity. Perhaps, the drink-snack combination ideal for on-the-go keeps Asians hooked. Perhaps, the idea of drinking tea in the form of bubble tea is acceptable as a social norm. In fact, the idea of drinking milk tea is not new to Asia. Drinking and serving milk tea is a cultural practice in most parts of Asia, which has made the acceptance of milk tea less foreign in this region.

Another reason is one that we fathom. The thousand reinventions of the original bubble tea put many in constant awe of how far a bubble tea drink can go, and that it's not just a drink. Bubble tea has become a staple of the night markets in Taiwan - everyone has a bubble tea in their hands, be it fruit drink or milk tea. Perhaps, it's also the addictive combination of chewy tapioca balls and creaminess of the milky tea that people don't seem to get enough of. In fact, with bubble tea variations making appearance time after time, pearls have become the common key ingredient that differentiates one brand from another and keeps customers coming back for more.





HIGH CALORIE DRINK

Sugar intake has always been a health epidemic in Asia and with the addition of bubble tea drinks, it has only become a rising concern in many countries. The issue of bubble tea being regarded as a high calorie drink gives us a glimpse of the setbacks of drinking bubble tea - its unhealthy traits that come with addictively delicious flavours.

Deconstructed, ingredients such as tea, milk and brown sugar used in a bubble tea can make one assume that it is a healthy drink. However, it often consists of hidden ingredients such as sugar, sweeteners and artificial flavourings. According to Malina Malkani, a media spokesperson for the Academy of Nutrition and Dietetics in the U.S., bubble tea, in reality, is a high-calorie drink with little source of protein or fibre.

In fact, some dieticians claim that one cup of bubble tea alone can contain at least 370 calories. To analyse the claim, let's start with the bubbles or pearls that constitute the favourite part of bubble tea. The bubbles are typically made from tapioca consisting of high carbohydrate content. The process of making the bubbles begins from cooking tapioca in hot water together with sugar, for up to three hours. With added sugar, the cooking process can produce tapioca balls that can be served at an estimate of 160 calories per quarter-cup serving.

There have been also various speculations linking tapioca balls to cancer and kidney stones.

Although extensive researches have refuted the claim, the tapioca balls are nonetheless hard for the digestion of elderly people and may cause indigestion. Another concern of drinking bubble tea includes its halal status since most brands carry Chinese names.

In Malaysia, Budget 2019 introduced the sugar tax to control and suppress sugar intake levels within the country. Between year 2012 and 2017, sugar intake among adolescents have rose 1.4 times higher, according to the National Health and Morbidity Survey 2017 statistics. Yet, despite the sugar tax, urban millennials are keen on purchasing indulgent drinks such as the bubble tea drinks, as much as many still intend to buy Starbucks beverage that sell beyond RM20. The purchasing behaviour is a surprise to many as bubble teas that are basically "teh tarik" added with tapioca pearls and charged at an average price of RM13.90 is considered "socially acceptable" by many young consumers.

But the key is moderation. Health experts recommend customers to opt for the less sweet or low-calories varieties of bubble tea drinks and to drink them in moderation. This is a work-in-progress for many bubble tea brands as more brands should work towards recreating bubble tea drinks with nutrition in mind without losing the signature appeal and taste - the factor that originally made the drink popular in Asia.

EXPANSION OF INGREDIENTS

Bubble tea ingredients began to evolve as bubble tea drinks began to spread locally in Taiwan and abroad over the years. Instead of using fruit powders and syrups in fruit-based bubble tea drinks, the use of actual fruits was introduced. Instead of using the usual processed ingredients, more fresh ingredients were used. Now, the modern-day bubble tea commonly comprise of two forms: a fruity, iced tea, consisting of fresh fruit, tea and ice; or a smooth tea with milkshake, consisting of tea, (sometimes) milk, powdered or liquid flavouring, creamer, water and ice. In fact, the chew tapioca balls that used to come in black colour (a combination of brown sugar and caramel) only can now be found in white or other colours, depending on the ingredients used to make them.

Topping Choices

The choices of topping have also expanded beyond tapioca balls. Now, some favourite variations include sago, red beans, almond jelly, grass jelly, aloe, egg custard and konjac.

Choices Of Milk

Due to the consumption of milk tea when it first came out, more shelf-stable non-dairy creamers made way into the market making bubble tea sweet and creamy. During these times, bubble tea shops often sold green or black tea with milk and at times, some sweetener added. Although this was a popular choice among consumers, the Taiwanese culinary world was always seeking new adventures in flavours and concepts.

Fruity Flavours

Some popular fruity bubble tea flavours are lychee, taro, passion fruit, mango, apple, honeydew melon, and strawberry. Not only these fruit-flavoured bubble teas are becoming increasingly popular among the younger, adventurous, and health-conscious crowd, they have also dominated the bubble tea market analysis in 2018. In fact, the segment is predicted to grow substantially in the coming years due to its high nutritional value as well as aesthetics and diversity in colours compared to the conventional bubble tea flavours.

Substitute For Tea

Tea has also been diversified in the offering of bubble tea flavours. Nowadays, a huge variety of teas is available to customers who seek out adventurous palettes. For coffee lovers who are not so keen on teas, caffeinated bubble tea drinks are available for grabs with options of milk variants and milk free drinks for lactose intolerant customers.



Other Flavours

Of course, there's the cheese tea which is incredibly rich and tasty consisting of cold tea combined with whipped cream cheese that has become a global phenomenon. There's also the craze of brown sugar pearl milk combining fresh cold milk, brown sugar caramel, and tapioca pearls. In places like Singapore, there's even a local twist such as avocado and salted egg custard. In Japan, hojicha latte bubble tea is a favourite among the youngsters.

While the origins of bubble tea may not be clear, one thing is certain: the bubble tea trend is here to stay as shop owners continue to reinvent to excite the crowd, both young and old. We also know that we are in the bubble tea bandwagon now - and it doesn't help that the drinks are highly tasty and addictive! 🍷

Source: *The Malaysian Reserve, The Asean Post, South China Morning Post, The Culture Trip, National Health and Morbidity Survey 2017*

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business insights into THE BUBBLE TEA MARKET

While it's good to know about the availability of bubble teas, here are some important questions that a business owner in the F&B or hospitality industry in Asia can learn from:

- What are the strategies bubble tea outlets use in maintaining their success rate, bottom line, and popularity?
- What is it about bubble tea drinks that keep everyone coming back for more?
- How do bubble tea shops cater to thousands of customers daily?
- What makes the bubble tea business a remarkable business model in a highly volatile business environment?



WHAT DRIVES THE BUBBLE TEA MARKET?

Expected to grow at a significant CAGR, the global bubble tea industry is originally associated to various health benefits found in tea such as its property as an antioxidant. The green tea and black tea which show the largest consumption and dominating market share when compared to the other types are known for anti-inflammatory and weight loss properties.

Yet the benefits are often negated as people prefer drinking the usual sugar-loaded and calorie-heavy version of bubble tea. Although some choose to not overdo the beverage given its nature, the sweet and original nature of this tea have brought it to more than 30 countries and it only goes on. That brings us to the question - what drives this demand exactly?

The availability of various types and flavours of bubble tea provides more options to consumers.

There is a variety of types and flavours of bubble tea in the market, including but not limited to green jasmine bubble tea, black tea, fruit-flavoured bubble tea, and tea with milk. The fruit-flavoured bubble tea has been diversified into fruit-flavoured cream drink and sweetened fruit drink. The lactose-intolerant population, on the other hand, optionally consumes black bubble tea, green bubble tea, and green jasmine bubble tea amongst other drinks. It is the very fact consumers get to choose from a wide-ranging availability of bubble tea as a marketing strategy that

helps capture more consumers, consistently, into the bubble tea market. In fact, many of the outlets are constantly launching new flavours and formulations to keep the excitement of their customers going.

Consumer shift towards healthy alternatives that substitutes sugar is expected to boost the growth of the bubble tea market.

Diseases such as obesity and diabetes that are often associated with the consumption of sugar have driven consumers to shift from sugar to sugar alternatives such as agave, stevia, and honey. These natural sweeteners are increasingly added to bubble tea drinks to substitute sugar, a major shift in the variation of bubble tea drinks in itself. For health-conscious people and the diabetic population, this is good news. This is also backed by the shift towards natural and organic food products which is one of the major factors that help in the growth of this segment.





Image via The Straits Times



A Gong Cha outlet in South Korea

The popularity of café culture.

A big deal of bubble tea's popularity comes from the growing popularity of café culture in Asia, especially due to the rapid expansion of Starbucks in Asia. After some time of "cooling down", the bubble tea trend resurged following the opening of brands such as Chatime, Koi, and Tiger Sugar amongst others in cities across Asia that offers the bubble tea version of a café culture. These brands began introducing high-quality teas using real milk (typically a café "prerequisite"), surrounded by a casual and comfortable ambience. Now, you see these stores opening up in every street corner and malls, assimilating themselves into the daily lives of people just as much coffee does.

But remember, the popularity of bubble tea is ever-growing. Queuing up to 30 minutes for a bubble tea drink seems menial for true bubble tea lovers who are ready to do anything for their favourite drink. In Taiwan, it only gets more up-close and real personal - April 30 has become the official National Bubble Tea day. In line with the celebration, Gong Cha teamed up with Deliveroo in 2019 to hold Singapore's biggest bubble tea giveaway, a cup standing at over 3.5m tall.

ANALYSING THE DEMAND

Because Asia Pacific is a large tea consuming population, the region is expected to hold the largest share of bubble tea market globally. In fact, this highly sensational drink from Taiwan has spread around the world from Asia to even the United States, Australia, Europe and South Africa. Followed by Asia Pacific, North America is predicted to hold the second-largest market share for bubble tea drinks.

What are the leading bubble tea market brands?

As the demand of bubble tea drinks continue to rise from consumers, manufacturers are beginning to pay more attention to improving on the functionality of bubble tea ingredients. Chatime, Gong Cha, Lolicup USA Inc, CuppoTee Company, and Bubble Tea House Company, are some among the brands that have invested in research and development activities so new variants of tea can be offered for an ever-growing market. Other players that contribute to the bubble tea market growth include Fokus Inc, Boba Box Limited, Troika JC, Sumos Sdn Bhd, Boba Tea Company and many more.

What are the strategies these brands use?

Expansion of franchise stores, investments, fundings, and new product launches are the key strategies of the bubble tea market players. Because of the popularity and groundbreaking response from the customers, the businesses in this market typically franchise into different locations. Gong Cha, for instance, was founded in 2006 in Taiwan. Now, the brand operates in 17 countries with more than 1,000 franchised stores, thanks to its pursuit of rapid expansion strategy. Similarly, Chatime Malaysia Sdn Bhd has recently revealed its five-year expansion plan as the brand plans to explore markets abroad such as the U.S., Singapore, Saudi Arabia, and India.

What are some of the key industry developments in the bubble tea market?

Year 2019 was a dynamic year for the bubble market.

- **August 2019** - Gong Cha Group secured an undisclosed strategic growth investment from TA Associates, a private equity firm.
- **June 2019** - Secret Recipe joined the bubble tea bandwagon. A series of bubble tea flavours such as boba brown sugar with milk, boba caramel milk tea, boba milk tea, boba brown sugar milk tea, boba kopi-C, boba midnight blue, boba signature fruit tea, and boba cham were released.
- **August 2017** - Chatime was launched in Mumbai, India by Alchemist Foods Ltd from Taiwan. The store catered to provide freshly brewed bubble tea while penetrating the local beverages market.

World's First Healthy Bubble Tea?

In response to the growing demand of bubble tea drinks, food ingredient specialist Holista CollTech Ltd (Holista) in joint-collaboration with home-grown fruit juice manufacturer SunFresh Fruit Hub Sdn Bhd (Fruit Hub) are the first in the world to produce healthy ingredients for the global bubble tea industry. Suited for the health-conscious and those at the risk of diabetes, the healthy versions of the three bubble tea ingredients are the pearls sugar syrup and sugar caramel, without altering the taste and texture.

What makes these ingredients different is the fact that they will have low-glycemic index (GI), which measures a food's impact on blood sugar levels. In fact, all three products were tested by the Sydney

University GI Research Service (SUGiRS) before hitting local and international markets by the first quarter of 2020. Similarly, the low-GI versions of flour-based noodles and flatbreads coproduced by Holista have already been validated by SUGiRS with scores that are comparatively lower than the products currently available.

Dr Rajen Manicka, founder and CEO of Holista said, *"The Bubble Tea fad is not going to go away. The challenge is to offer a healthier version which can significantly reduce the potential of higher incidence of diabetes and obesity. We are combining science with the market reach and understanding of the needs of Bubble Tea manufacturers and vendors to offer a healthier alternative without increasing cost of production"*.

SECRETS BEHIND THE BOBA OBSESSION

Boba feed

With the perpetual hunger for content, bubble milk tea has been successfully riding on the rising wave of social media influencers and online lifestyle publications. Bloggers and influencers in particular, have been playing a major role in reigniting consumers interest towards the milk tea trend. The speed of information about bubble tea drinks, promotions, and brands influences the sales of bubble tea brands and how long their queues are.

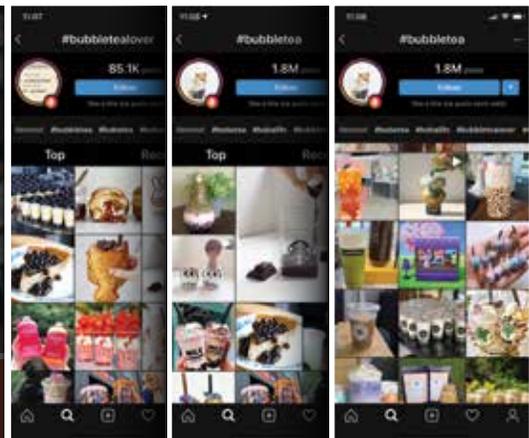
Of course, it's also about the feed itself. Considering the *"camera eats first"* culture, the labour for the perfect #foodstagram and the constant feed of the most trending news such as bubble tea creations, it is no surprise that a big part of the bubble tea market is kept aflame by online publications and lifestyle

bloggers. Feng Cha, a bubble tea brand from China, believes so, and thinks *"pretty is power"*. It appears mainstream consumers are seeking eye-catching visual presentation in an aesthetics-driven era.

While the importance of colour remains, texture is taking over the next facet documentation-worthy experiences. More brands are looking out for formulations that can be leveraged for an interactive experience, especially since bubble tea is the type of beverage that can be developed into various combinations of textures and appeals. Consider the standard black tapioca, the default is passing by and substitutes such as dragon fruit pearls, pea flower blue pearls, rainbow-coloured pearls, chrysanthemum pearls and pearls that look like Pokemon balls are already making their way in.



#Bubbletea, #bubbletealover, #bobatea, and #bubbleteatime to name a few are popular hashtags on social platforms like Instagram has posts coming in from all over the world - Images via Screengrab from Instagram, Depositphotos.





Made For Sharing

Compared to the earlier decades, food and drinks nowadays are designed to be documented. Flavour remains the focus of innovation, but aesthetic appeal such as colour and texture are becoming more important to penetrate into the minds of consumers and make a cut in the dizzying array of choices that they often have to navigate. As the share-focused societies engage more of the senses, some ingredients are seen as more prevalent compared to the usual. Matcha, turmeric, and activated charcoal, for instance, attracts attention thanks to its hues. When these ingredients are used in snacks, drinks and other types of food, the items have the potential to become an image-centric media for social media.

For Feng Cha, its swirling, vibrant drinks certainly made a difference in getting “likes”. At the same time, consumers like to portray their individuality, a behavioural trend that is known as “*buying lifestyle*”. The way they do this is by sharing on the social media what they are drinking and where they are drinking it. With Instagrammable drinks and Instagrammable interior, bubble tea outlets certainly fit their rules.

Chatime, on the same note, is positioning itself to become a lifestyle brand. It’s no longer just about the fun, creativity and association with customer’s lifestyle has been the way to go for Chatime, and it’s more than just selling a good product at the counter. To keep up with the food and drinks posts on social media, Chatime has recreated its packaging, making it more Instagrammable and fun to drink.

Social Media, Itself

One out of five consumers from China or India are influenced to purchase food and beverages by social media, according to a consumer study. In Malaysia and Indonesia, 58 percent of consumers are influenced by social media in their purchases. For brands owners, social media is largely instrumental in reaching customers of different demographics and knowing how to expand accordingly.

According to Collab Working Lifestyle, which is the Xing Fu Tang master franchisor in Peninsular Malaysia, the fact the Taiwanese bubble tea chain is branded “*pretty Chinese*” doesn’t stop the non-Chinese from making up 60 percent of its non-customer base. Its temple-like exterior, Mandarin signage, and the oriental-design chest from which customers can draw “*fortune sticks*” doesn’t stop the brand from attracting the non-Chinese who are within the right demographics.

At the same time, it’s wise considering that social media can also be an equally treacherous ground to depend on when establishing a brand. The spread of online news (true or false), reviews, and criticisms can be rapid and go out of control. Therefore, it is important to make every post is crafted reasonably and the messages are always relative to the brand. The other trap is relative obscurity. Do you remember “*dirty bun*”, churros, salted egg, and frozen yoghurt? Many of these viral food trends died after a brief period of time simply because attention span on social media feeds is a precious commodity. Therefore, to make a food fad stays covetable and social media worthy, constant innovation is needed. For bubble tea brands, standing out in the sea of milk tea brands is certainly a challenge they need to overcome - they need to know that no idea is too peculiar to try.

Automated Bubble Tea Machine?

The making of bubble tea has always been a simple process, pouring the flavoured powder using a hand, pouring cold water, and adding the bubbles. Mixing together these three ingredients is now in consideration of automation. The idea of designing and fabricating a bubble tea machine through automation is entirely a replacement for the traditional method that uses different equipment for different parts in the process of making a bubble tea.

However, there are some rising issues such as hygiene and quality. There's the aspect of hygiene between traditional method and new method, and consistency in the quality of bubble by a traditional method and new method.

At the same time, some research has found that the traditional way of making bubble tea is less hygienic and consistent. With processes such as the Programmable Logical Control (PLC), the process of making bubble tea is likely to be automated for the better. PLC is a customized system used in industrial automation that serves as a flexible and robust control solution, adaptable to almost any application. No matter who the first inventor of this machine is, an automated bubble tea machine will definitely bring a big surprise to the market.

When Bubble Tea Goes... To The West

The bubble tea culture gained its popularity in mainstream North America only in 2014. The sudden eruption stirred fierce competition in the beverages market, boosting the range of flavours that are offered and the quality of bubble tea. Flavours such as taro milk tea, jasmine milk tea, mango green tea, and the most outstanding avocado milk tea made their entrance alongside toppings such as aloe jelly, chia seeds, brown sugar panna cotta, and other items.

With foodies on social media, visual creativity in products, drinks served in light-bulb-shaped glasses, and stir-fried pearls, the bubble tea market rose phenomenally in this part of the world. Of course,

these are no "mom and pop" Chinese businesses to keep finances afloat in the family. The bubble tea outlets are franchises run by young and educated, social media-savvy entrepreneurs, seeking new business opportunities in North America.

Boba Guys is the largest independent bubble tea chains with over 15 outlets in the U.S. with an average servings of 1000 cups a day. The upsurge reflected not only the popularity of bubble tea, but also the shift towards minority representation and food movement specific to certain ethnicities.

At a time such as now, food happens to be an easily shareable and exportable things and that's how bubble tea began to make good business. Also, thanks to its chewy tapioca balls and neighbourhood taste, the beverage has become accessible to many at a relatively cheap price point among mainstream consumers. In places like North America, bubble tea has even spread to the middle class and professional class, indicating its association with prestige compared to other types of food associated with the poor working-class Chinese.

The "hierarchy of taste" on this part of the world is certainly noticeable - the higher the class of your food is, the easier prestige and circulation in global circuits are acquired. This has happened with the American movies, French food, and British novels - and in some ways is predicted to happen to the Chinese culture. Yet, with the proliferation of bubble tea shops on almost every street corner of New York City, as much as in Hong Kong, it is a hope for many vendors that bubble tea will stick around for a long time, we definitely hope that bubble tea would emerge out of the Chinese world and spring forth into other cultures, towards becoming a global cultural artefact.

In the next article, let's check out something more familiar to us - the bubble tea market in Asia! 🇨🇳



Image via Boba Guys's website.

Source: Fortune Business Insights, Unreserved, Holista Colltech, Mintel, Innova Market Insights, PricewaterhouseCoopers

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BUBBLE TEA CRAZE in Southeast Asia

First introduced in Taiwan in the 1980s, bubble tea slowly took the online foodies by storm and eventually made the drink a global phenomenon. Social media influencers and consumers regularly post their colorful beverage on social media, grabbing more attention and fueling the demand for the product.

Bubble tea, also called pearl milk tea, bubble milk tea, or boba contains tea combined with milk, varying levels of sugar, and chewy tapioca balls or pearls for toppings. Bubble tea now comes in a wide variety of flavors and with various toppings such as grass jelly, fruit jelly, and aloe vera jelly, among others.

In a Grab article published on May 9, 2019, the ride-hailing app noted bubble tea's popularity on GrabFood, its food delivery service. The article shared insights on the bubble tea craze in Southeast Asia. According to the report, bubble tea orders had increased at a whopping 3,000 percent in 2018.

Grab also reported that on average, Southeast Asians drink an average of four cups of pearl milk tea per person per month. Thai consumers take the lead for ordering about six cups per person per month. Filipino consumers take the second spot for consuming an average of five cups while Malaysia, Singapore, Vietnam and Indonesia drink an average of three cups.

Here's a closer look at how bubble tea introduced the novel way of drinking tea in Southeast Asia and how it became so popular in the region, either as a lunch meal companion or a mid-day energiser.



COUNTRIES	BUBBLE TEA GROWTH BY PERCENTAGE IN 2018*
Indonesia	>8500% growth from Jan 2018 to Dec 2018
Philippines	>3,500% growth from June 2018 to Dec 2018
Thailand	>3,000% growth from Jan 2018 to Dec 2018
Vietnam	>1,500% growth from May 2018 to Dec 2018
Singapore	>700% growth from May 2018 to Dec 2018
Malaysia	>250% growth from May 2018 to Dec 2018

*Period covered: January 2018 to December 2018, the time GrabFood was launched. (Source: Grab)



ATM Tea Bar - Photo credit: ATM Tea Bar



Mr. Shake - Photo credit: up_pij

THAILAND

With Thais ordering an average of six cups of bubble tea per month from the GrabFood app, and this number being limited to Grab's data - bubble tea business is undoubtedly bubbling in Thailand. Bubble milk tea shops and kiosks are a popular sight at shopping complexes, business areas, universities, train stations, and universities. But when and how did bubble tea invade the shores of Thailand?

The product arrived in Thailand over a decade ago but then it fizzled out. In 2018, probably because of social media influencers, with online foodies and bloggers “documenting” their bubble tea experiences, the product made a strong comeback and became trendy again. Suddenly, there was a boom for bubble tea franchises. Bubble tea shops keep on mushrooming with new menus and innovative offerings, from unique toppings to healthy alternatives.

Mr. Shake Beyond is among the local's favorite, probably because of its soft boba pearls. ATM tea bar, which allows customers to place their orders via an ATM-like vending machine, is a popular concept. Another brand that offers a unique concept is Fire Tiger by Seoulcial Club, where you will get your bubble tea from the shop's icon tiger's mouth. Kamu Tea prides itself of being environment-friendly, allowing customers to bring their own cup. They also claim to use real milk ingredients instead of creamer.

Other popular outlets in Thailand are Dakasi, Koi Thé, Ochaya, Osaka Milk Tea, The Alley, and Mr. Cup T Tea and Coffee.

Who embraces this modern tea-drinking culture in Thailand? Although the biggest group of bubble tea drinkers are teenagers and people under 25 years old according to Tamntea.com, it's a “whole nation of tea-drinkers indulging in a new trend that has taken them by storm.”



Kamu Tea - Photo credit: Kamu Tea



Fire Tiger - Photo credit: Fire Tiger by Seoulcial Club



PHILIPPINES

Before the pearl milk tea craze in the Philippines, Nestea Iced Tea (powdered iced tea), Lipton Iced Tea, and C2 bottled iced tea were the popular cold tea drinks.

Milk tea arrived in the country in December 2008 when Serenitea founders set up its first shop in San Juan City, Metro Manila. Just a few months after the homegrown brand was launched, the Filipino's love for milk tea started to build up. This trend was highly influenced by food bloggers and social media. Serenitea's popularity then caught the attention of some entrepreneurs and started setting up milk tea shops near schools and universities. Targeting the students proved to be a genius marketing strategy. The young population embraced the product and the milk tea shops started to compete head on with coffee shops.

In 2010, the milk tea popularity reached a new height when the University Athletic Association of the Philippines (UAAP) basketball star Chris Tiu brought Taiwan's Happy Lemon brand to the Philippines. Customers were queueing up for milk tea.

The following year, other Taiwanese brands entered the Philippine shores. Gong Cha and Chatime became household names.

2013 marked another milestone - and a setback - in the country's milk tea arena. More brands came in, and in addition to old-time favorites, Dakasi and Tokyo Bubble Tea also became crowd favorites. In the same year though, the milk tea craze suffered a blow when contamination was reported in Iloilo in the

Western Visayas region. The milk tea was reportedly contaminated with E. Coli and salmonella, causing 50 customers to fall ill, and one of them died.

When a study came out investigating the risk of consuming pearl milk tea, highlighting the hidden ingredients of this presumably "healthy drinks", people started talking about sugar, sweeteners and artificial flavourings. Brands were quick in offering more nutritious versions - tea brewed from real tea leaves, low sugar content, low-fat or skimmed milk instead of creamers, and healthier toppings like fruits and chia seeds.

More popular Taiwanese milk tea brands came to the Philippines in 2017, including Macao Imperial and Yi Fang Taiwan Fruit Tea. Thai brand Cha Tuk Chak arrived as well. These new names signaled the huge comeback of the pearl milk tea.

From then on, the brands introduced more product innovations and unique flavors, not just to please the palate but also to decorate the bubble tea fanatics' Instagram page. Many took their love for Macao Imperial's Kitten Milk Tea and Matcha Cheesecake to social media. Tiger Sugar, a Taiwanese milk tea franchise, is also making waves on Instagram when they introduced the brown sugar syrup stripes on the cup.

With a high number of milk tea shops all over the country, the milk tea craze in the Philippines had reached an all-time high. From a few flavours, the options have grown and many shops now offer an extensive menu.

And now that consumers can easily have their favorite milk tea brand and flavored delivered to their doorsteps, the trend had reached a new level of fad.



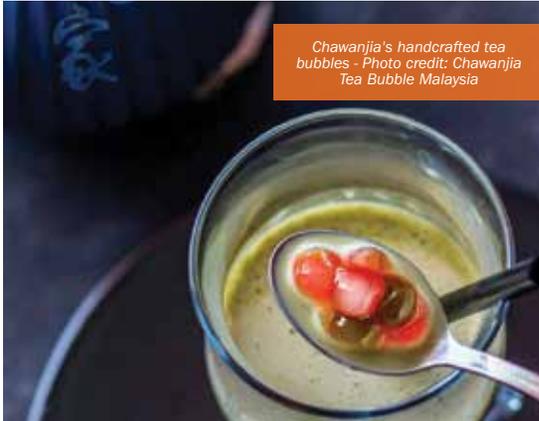
Macao Imperial's Kitten Milk Tea - Photo credit: @macaoimperialteaph



Chatime Philippines - Photo credit: Chatime



My Pizza Lab's Cempedak Boba Pizza - Photo credit: My Pizza Lab Club



Chawanjia's handcrafted tea bubbles - Photo credit: Chawanjia Tea Bubble Malaysia



Moge Tee Malaysia's Dutch Baby Pancake with pearls - Photo credit: Moge Tee Malaysia

MALAYSIA

Bubble tea franchises and shops sprout like mushrooms in Malaysia, particularly in Kuala Lumpur. Many brands won the hearts of many customers, as evidenced by long queues of people waiting for one hour or more for that cup of bubble tea.

According to bubbleteamalaysia.com, there are over 100 bubble tea brands in Malaysia as of December 4, 2019. The list continues to grow, a positive sign that the trend will not experience a flatline soon.

But when and how did pearl milk tea arrive in Malaysia? It is uncertain, but many attributes the start of bubble milk tea to Bryan Loo of Loob Holdings. He was the one who brought Taiwan's popular brand Chatime to Malaysia in 2010. A year later, Go Cha franchise came in. The arrival of international chains started the first wave of bubble tea craze in the country.

The "SS15 Bubble Tea Street" in Subang Jaya, Selangor is a testament to the country's obsession with bubble tea. Among the popular milk tea shops in SS15 are Gong Cha, Chawanjia, Shifen Station, Xing Fu Tang, Tealive, Daboba, Mui Tea, TeaAmo Subang Jaya, OneZo Malaysia, and Moge Tee.

Gong Cha Signature Tea uses freshly brewed black, green, Oolong or melon tea, with a creamy layer of fresh milk foam on top. Chawanjia is popular among those who prefer handcrafted pearls made from fruit and vegetable extracts blended with tapioca powder. Shifen Station's bestsellers are Marblearl Milk Tea and its latest craze Soy Milk Tea with Mitarashi Mochi. Xing Fu Tang is regarded as the first Taiwanese stir-fried brown sugar bubble milk tea in Malaysia.

Daboba's honey golden pearl made the brand stand out in the ocean of pearl milk tea shops. Their roasted brown sugar pearl fresh milk with cheese on top is a crowd favorite. Moge Tee offers not only tea-inspired drinks. What sets them apart from the other brands is giving a fresh spin to their desserts. The shop also serves fluffy soufflé with boba pearls on top and Dutch Baby Pancake with Pearls.

Interestingly, Malaysian's love for bubble tea has evolved from being merely sugar-laced concoctions to colorful desserts. Bubble tea is now also present in cakes, waffles, toasts, and even pizzas too. These places in Kuala Lumpur gave bubble tea a whole new life: My Pizza Lab (serves Boba Pizza, available in OG Boba Milk and Cempedak flavors), Thurs2.0 (offers French Earl Grey Bubble Milk Tea Cake), TeaCottage (serves Bubble Milk Tea Waffle), TinyBaker in Pink (sells Bubble Earl Grey Chiffon Cake), Chubbecloud Damansara Utama (offers Brown Sugar Boba Toast). The most interesting item would be the Crab Generation Restaurant's bubble tea crab.

All these food and beverage innovations have taken Instagram by storm.



SINGAPORE

Singapore's love affair with bubble tea started in 1992, much earlier than most of its neighboring countries. Bubble Tea Garden in Marina Square was bubble tea's birthplace in the country. Popular flavors then were Pearl Red Bubble Tea, Yam Shake, Whisky Red Tea, Honey Egg Yolk, and Honey Peppermint. Back then, bubble tea was served in fancifully shaped cocktail glasses, unlike today when most shops serve their milk tea in disposable plastic cups.

Although the product was well received by students, bubble tea only became remarkably popular in 2001. Lengthy queues in front of bubble tea shops became a common sight and customers were all patiently waiting for their orders. Cool Station, Quickly, and Milk Girl Ice Cup brands became household names.

However, intense competition turned the bubble tea industry upside down in 2003. DIY kits and classes to make bubble tea also became popular, and it badly hit the market demand for bubble tea. As a result, many shops across Singapore folded.

The beverage re-appeared in the scene in 2007. Foreign brands came in and captured the hearts of people across generations. By 2011, there were already over 10 franchises and about 500 shops selling pearl milk tea, including newer brands such as Gong Cha and Koi.

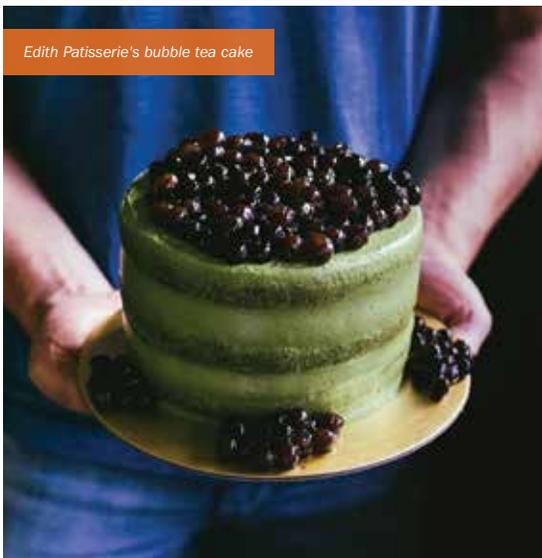
Fast forward to today, the Singapore food and beverage arena is filled with dozens of players from Taiwan, Korea, China and Thailand. The names include The Alley, The Koi, Xi Fung Tang, Supertea, Winnie's, Hollin, PlayMade, Jenjudan, Sharetea, and Tai Gai Tea. Homegrown brands include Each-A-Cup, LiHo, Woobbee, I-tea, and Hi Tea.

Over the years, the toppings have also undergone various transformations. From the classic black pearls, many shops now offer chrysanthemum pearls, grass jelly, aloe vera, and konjac jelly. Other outlets have become more innovative and offer freshly made matcha, coffee, chocolate, and peanut butter flavored pearls. LiHo's Taro Soy Latte uses 100% pure taro for its taro paste and taro ball.

Just like in Malaysia, the bubble tea craze has also spread from being a beverage treat into a food item. TP Tea, Hey Tea, and Shuang Yeh offer bubble tea ice cream. Edith Patisserie offers bubble tea cakes and tarts while Brotherbird Milk & Croissants offers taro boba milk tea croissant and brown sugar boba milk mochi croissant on weekends. At Spice World Hotpot at Clarke Quay, popping bubble is served hot at their bubble tea hot pot.



Brotherbird Milk & Croissants' taro boba milk tea mochi croissant



Edith Patisserie's bubble tea cake



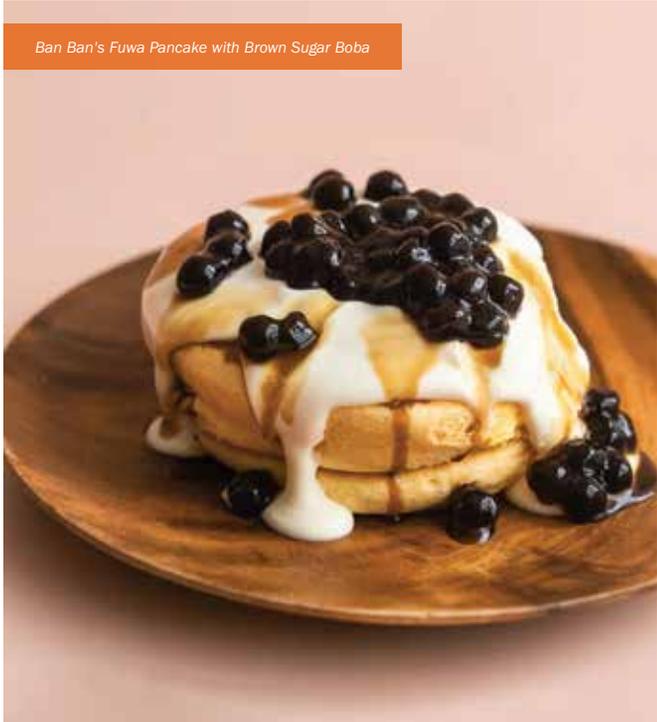
HeyTea's Mini size Bobo Sundae



BEAU-BA Pancake



Heycha's Rabbit Milk Boba



Ban Ban's Fuwa Pancake with Brown Sugar Boba

INDONESIA

The bubble tea invasion in Indonesia started in 2000 with the opening of Quickly, the first bubble tea shop in the country. Indonesians lined up for their milk teas, the most popular product being Taro Milk Tea which remains a crowd favorite until today. In 2011, Chatime opened its first outlet in Jakarta. Currently, the brand has over 200 shops across the country. Other international players have arrived such as Koi Thé, Xing Fu Tang, Tiger Sugar, Sharetea, OneZo, and Kamu.

Some homegrown brands also stirred the local market. These include Heycha and its sister company Heychago, Goola, Kopi Soe, IN Tea, Yu Cha, Gulu Gulu and the unicorn-themed Kokumi.

Recent innovations fan more excitement, encouraging more customers to rush to the nearest outlet, even though it would mean waiting for hours to purchase bubble tea. Interesting flavors include Gooma's version of Pei Pa Koa milk tea and Heycha's Matcha Rabbit Milk Boba.

Food and cocktails in Indonesia also made the bubble tea hype in the country more interesting. Baiza Sushi serves Salmon Salad Boba, Spicy Salmon Roasted Boba, and Mango Sticky Sushi. Zodiac, a music bar and mini nightclub in Jakarta, collaborated with Quickly and came up with customised boba-cocktails. The most popular flavor is the Sugahill Taro, a mix of Quickly's Taro Milk Tea with a tinge of bourbon. The cocktail is topped with tapioca pearls.

Some pastry shops infused their goods with tapioca balls. Ban Ban's signature Boba Pan is a great hit. It comprises buttery warm brioche toast, cream cheese, and chewy boba pearls. The shop also serves Kuranchi Boba Pan, a toast served with pan-fried cheese and soft, signature Ban Ban pearls. Artisanal bakery, Beau, offers BEAU-BA Pancake and the BEAU-BA French Toast. Manatea Softserve offers soft ice cream with boba pearls topping.

The surge of bubble tea popularity in Indonesia is at a high level, although the customers believe the duration of the hype depends on the brand's innovative offerings and creative packaging.



ChaGo Tea & Cafe

VIETNAM

Vietnam is big in coffee, being the world's second-biggest coffee producer. But the Vietnamese coffee culture gave way when bubble tea entered the market at the end of 2002. It was only a simple formula back then: tea, milk and chewy tapioca balls. Yet the local customers got hooked with the offering and would join an endless line just to buy milk tea.

Bubble tea brands, mostly from Taiwan and Hong Kong, as well as Japan, Thailand, South Korea and Singapore entered the market. Popular international brands include Ding Tea, Gongcha, Chatime, Royal Tea, Tea Story, Heekcaa, Koi The, Toco Toco, Meet & More, and Uncle Tea. Some local brands like ChaGo Tea & Café, Phuc Long, and LeeTee and also have a large following.

Many shops offer wider ranges of products and flavors, from peach to coconut, plum, raspberry and melon. Bubble tea had reached not only Vietnam's key cities such as Hanoi, Ho Chi Minh City and Da Nang, but also in the provinces.

In the first half of 2017, an average of eight shops opened in Hanoi every month according to a survey by Lozi, a Vietnamese online platform. Smaller shops reportedly sold about 200 to 300 cups each day while busy ones sold thousands of cups daily.

However, it seems milk tea craze in Vietnam is going on a downward trend. In a Vietnam Insider report published on November 26, 2019, it cited an analyst saying "the bubble tea shop market which was sizzling three years ago is on the decline." About 20 bubble tea brands are competing for a slice of the market.



Ding Tea Vietnam

In the report, a bubble tea shop owner shared that after running some promotions, only some shops remain crowded. The slowing down is attributed to expensive raw materials and extremely high rents.

In September 2019, Taiwanese brand Ten Ren, which entered Vietnam in November 2017 and had 23 outlets, stopped operations. TP Tea Vietnam also closed down last year.

Adding to the already fierce bubble tea shop market is the fact that many restaurants also now serve milk tea.

One thing is certain. Bubble tea fever continues to spread across Southeast Asia. The milk tea franchises and individual owners only need to step up and continue to introduce novel offerings. They need to constantly innovate with new variations and concoctions to keep the market hooked. 🍵

WHAT TO EXPECT IN OUR NEXT ISSUE:

- The Green volume - We have been brought to a stop with Covid 19. Now that we are reopening - what can you expect?
- The demands of the industry that you might have to face going forward.
- Business Sense: The Korean wave taking flight with wings in the menu.

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ROYALTEA



The bubble tea trend is spreading like a wildfire in Asia and it's certainly an area of exploration for many potential business owners. Fortunately, we get to find out more about the trend from Royaltea Malaysia.



MEP: How do you perceive the bubble tea market in Malaysia?

Royaltea: The current bubble tea trend is obviously booming in Malaysia and is now moving towards healthier versions. Due to the changing lifestyle and the major shift on health awareness, we observe that consumers are becoming more health conscious. As a brand, we strive to align ourselves with these current trends and are moving towards creating fruit-based drinks.

MEP: Do you think the bubble tea trend is short-lived or here to stay?

Royaltea: The bubble tea trend is definitely here to stay because more brands are launching out in the market with various types of drinks and concepts to appeal to the mass. If you notice, bubble tea drinkers constantly share their bubble tea explorations and experiences on social media which has become somewhat a ritual that shows that the bubble tea trend will only continue. Market wise, there are many untapped areas and market within Malaysia which many bubble tea brands have yet to penetrate. If anything, there is more room for the bubble tea trend to grow and expand.

MEP: What is the founding story of Royaltea?

Royaltea: Royaltea was first introduced to Southeast Asia by Nobletea International Sdn Bhd in 2016. Since then, Royaltea Malaysia has become one of the tea café brands that serve fresh and quality beverages in the region. A huge part of the success, however, goes to our renowned Cheese Tea. Being the first to introduce this drink to Malaysia, Royaltea has gained massive attention nationwide ever since the opening of its first outlet in Johor Bahru on November 26.

MEP: What is the concept behind Royaltea's bubble tea offerings?

Royaltea: Recently, we have revamped our entire new look and refashioned our concept. Our new look exudes freshness and relaxation with sophistication, elegance and most importantly, it resonates an inviting feeling to express the brand's warmth and hospitality.

Originally, we were known for our Cheese Tea. But in conjunction with our new product innovation, we are now moving forward with fruit-based drinks such as Fruity Milk Tea, Fruity Coffee, Yogurt Tea and Yogurt Smoothie. The series of Royaltea's new concept consist of fresh ingredients and high-quality fruits so we can provide the best to our customers.



MEP: How do you ensure the quality and consistency of your beverages?

Royaltea: With focus on freshness and product quality, every drink, dessert and food at Royaltea goes through extensive research and development (R&D) prior to its release. The R&D department applies modern technology infused with traditional charm in order to regularly launch innovative new products.

We also take into serious consideration the quality of ingredients used in our drinks. To provide the best, we ensure that the tea leaves we use are from the finest tea plantation at Taiwan's Sun Moon Lake and of only top quality. Even the techniques used in the brewing process are exclusive to ensure the perfect extraction of the tea's flavour while preserving its natural freshness.

MEP: Tell us about some of your best sellers or menu highlights?

Royaltea: Our best sellers would be our Royal Cheese Green Tea and Pearl Milk Tea. These two have been a fan favorite. Other top sellers also include our Supreme Fruit Tea and Crème Brulee Milk Tea (Royaltea is also the first to bring Crème Brulee drinks into Malaysia). However, since we've revamped our menu in a few of our outlets, the menu highlights are currently our Lychee Milk Tea, Peach Milk Tea, Yogurt Fruit Tea and Yogurt Smoothie.

MEP: In your opinion, what are some of the most important elements a beverage outlet should consider to offer an outstanding experience to customers?

Royaltea: We believe that quality and service are very crucial. With fresh ingredients at hand, every beverage at Royaltea is handcrafted by trained in-house baristas and are freshly made to order. At the same time, we're able to tailor-make the drinks to suit to the customer's preference, be it an add-on, custom ice level or sugar percentage. That being said, we also want our drinks to always be in touch with what's unique, new and trendy.

MEP: What do you think are the secrets to a running a successful business in the beverages sector of the F&B industry in Asia?

Royaltea: We can't speak for other businesses but as a company, Nobletea International stands on three main principles. The first is integrity, which is essential to building trust with business owners and customers. The second principle is consistency in providing quality beverages to customers. It's crucial that we remain consistent in the quality of our products and service so customers can constantly have a great experience and be more than happy to return. The third principle is innovation, which is very much needed and paramount, especially in keeping up with the F&B trends and consumers' changing tastes. It's crucial because innovation incites a sense of excitement for consumers to visit the outlet while the outlet grows in its capacity to distinguish itself from other competitors.

MEP: What are your plans for future expansion?

Royaltea: Currently, we are expanding rapidly to other parts of Malaysia. In 2019, we have already opened an outlet in Kuantan, Pahang; Alor Setar, Kedah; Kota Kemuning, Selangor; and Sibul, Sarawak. Internationally, we have also launched four outlets in the Philippines under the brand name, Roycetea. We are definitely planning for further expansion in other countries throughout Asia.

We hope to see more of Royaltea in Asia and we are certainly looking forward to see more fresh and delicious quality and innovative drinks being introduced to bubble tea market in Asia. 🍵

For more information on Royaltea, you may contact:

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 81300 Skudai, Johor.
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how SERENITEA began the MILK TEA TREND IN THE PHILIPPINES



Start exploring the many flavors and different toppings of bubble tea at Serenitea.



Juliet Chen, Serenitea Founder and General Manager



Brown Sugar Frost with Fresh Milk (chewy pearls drenched in delicious brown sugar with premium farm-fresh milk)

Serenitea owner-couple Peter and Juliet Chen had no clue their milk tea venture will gain so much hype when they opened their first shop in December 2008. From one tiny tea outlet in San Juan City, Metro Manila, the country's milk tea pioneer has grown to over 50 branches across the country in ten years.

Back then, the Philippines was predominantly a coffee-drinking country. The sight of plain tea bags and hot water bore many customers. The challenge for the Chens then was to educate the consumers that there's an alternative way of consuming tea and that milk tea is a good beverage.

Equipped with Peter's exposure and experience with bubble tea in Taiwan plus the PHP 800,000 (around USD 16,000) the young couple borrowed from their parents, they started the company. Embracing only the business idea of offering freshly brewed tea but with no marketing budget, the Chens relied on bloggers and social media influencers to spread the word about Serenitea.

Serenitea introduced tea drinking with a well-designed and radiant tea shop ambiance to match the cozy coffee shop settings. This approach gained the attention of Filipino customers.

Serenitea's offering is like no other. To ensure the quality of their product and deliver freshness in every cup, Serenitea uses freshly brewed tea using an espresso machine. They were the first brand to introduce this way of preparing tea in the Philippines. The method also helps minimise spoilage.

From day one, Serenitea constantly innovates and introduces new tea drinks to keep the customers excited and entice them to always come back. They are the first brand to offer the option of allowing customers to customise their drinks in terms of sweetness level and sinkers.

"We were the first to introduce different sugar levels and offer a variety of toppings. We call them sinkers instead of toppings because they sink to the bottom. Before Serenitea, no one specialised in tea in the Philippines," said Juliet.



Cookie Brulee Matcha (a rich matcha concoction mixed with Serenitea's special cookie brulee infused with real choco cookie bits)

Their bestsellers include Brown Sugar Taho (brown sugar milk tea with a twist of taho or tofu pudding) and Brown Sugar Frost with Fresh Milk (chewy pearls drenched in delicious brown sugar with premium farm-fresh milk). Serenitea's Brulee Series are crowd favorites too, such as Cookie Brulee Matcha (a rich matcha concoction mixed with Serenitea's special cookie brulee infused with real choco cookie bits) and Cookie Brulee Milk Tea (traditional milk tea that's sweet and milky with a layer of choco cookie custard made thick, velvety and with a crunch).

Other signature flavours include Cookie Mocha Arctic Slush (a rich fusion of coffee and chocolate enhanced with crunchy choco cookie crumble and cream then ice-blended the Serenitea way), and Aloha Fruitea (a refreshing fusion of pineapple, passion fruit and jasmine green tea with slices of apples, oranges and calamansi served over ice).

It's constant innovation that sets Serenitea apart from the other players. They are offering products beyond beverage. At Serenitea, you can indulge on your milk teas, matcha drinks and other beverages with snacks and rice meals.



Find Serenitea at Bonifacio One Technology Tower at 31st Street, BGC, Taguig City

Having been around for eleven years now, Serenitea had withstood some challenges in the milk industry. When milk tea poisoning happened in one of the competitor's shop in April 2015, Serenitea's business was also affected. Fewer customers visited their outlets.

To assure the safety of their drinks, Serenitea prides itself on having a reliable water filter system. They also conduct regular water lab tests. They properly label all ingredients and have their team attend a yearly seminar for food safety and sanitation.

Eleven years after the launch, the milk tea craze has completely invaded many parts of the Philippines. Currently, Serenitea has branches outside of Metro Manila, even reaching the southern part of the country. Peter and Juliet are constantly looking forward to expanding to more provincial areas and bring the brand to the international market.

Why the name Serenitea? Juliet said they had to think of a name that is calming since relaxation is associated with tea. What could be a more fitting name than Serenitea? And they were right- the name stood out and the brand is instilled in many customers. ☺

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bringing commercial kitchens into the NEW DECADE

We have just entered a new decade and 2020 continues to show technology changing the way commercial kitchens operate and improve food quality as well as outcomes in restaurants. With each passing day, impressive technology is being developed, improved on and perfected to automate daily kitchen processes. In fact, with the emergence of the Internet of Things (IoT), a medium that connects anyone and anything to the World Wide Web, inanimate objects like fridges, ovens, griddles and grillers can now communicate and share high levels of digital intelligence data between the user and other inanimate objects, without any human intervention. Akin to having “a mind of their own” in form, these inanimate object or machines are able to relieve restaurant staff off some tiring, mundane kitchen work that are often repetitive, labour-intensive and overwhelming.

51 BRINGING COMMERCIAL
KITCHENS INTO THE NEW DECADE

58 THE CONNECTED KITCHEN



In a business environment that is more competitive than ever before, restaurants are under increasing pressure to deliver much more than just a great meal. Foodservice businesses have to find ways to trim costs without sacrificing the quality of the food or the customer experience. For this reason, many restaurant operators have embraced technology, automation and even robotics to some extent, to gain a firm handle on daily kitchen operations, inventory, resource and energy management, speed and accuracy of service, quality and safety of food, wastage prevention and, equipment maintenance.

INSIGHTS FOR THE FUTURE

With various technological advancements available in the new decade, it may be helpful to know where restaurant operators should be investing in, in order to bring their commercial kitchen into the future. Let's take a look at some insights from a new 10-year outlook report titled "Restaurant Industry 2030: Actionable Insights for the Future," prepared by the National Restaurant Association's together with American Express and Nestlé Professional. The report examines the key indicators shaping the future of the foodservice industry, identifies the most and least likely developments in the upcoming decades, and considers possible disrupters outside the industry that could transform it. For the foodservice equipment sector, the report further forecasts that sustainability will become increasingly importance, the workforce will grow grayer, kitchen equipment will grow smarter, and delivery will continue to be a major factor from this decade onwards.

The reports projects that by 2030:

- Back-of-house operations will become more fully automated as costs fall and flexible, reprogrammable robot systems grow more sophisticated.
- The restaurant of the future will be smaller with more automated kitchen equipment and the typical kitchen layout may change.
- Artificial intelligence with knowledge of cooking techniques, food chemistry, recipes, and alcohol could produce unexpected new culinary and beverage experiences.
- Through technological advancements, more restaurants will be designed to reduce use of energy and water and minimize waste.

By deconstructing the possible trends and innovations of the upcoming decades, both large and small-restaurant operators will be able to anticipate their greatest challenges in this already highly competitive foodservice industry.

TECHNOLOGY & AUTOMATION: FUTURE-PROOF KITCHEN FEATURES

Technology together with automation can make processes more efficient as well as decrease kitchen costs. Although some of this technology comes with a hefty price tag, new developments and improvements to old ones are making kitchen systems more accessible and affordable. This is why we can expect that more restaurants will continue to jump on the automation train as the foodservice industry continues to mature and specialise. To keep your commercial kitchen ahead of the curve, here are 5 future-proof kitchen automation features to invest in:

Integrated Kitchen

First and foremost, you will need a back-of-house solution that can integrate with all the devices in your restaurant. Its difficult to create a well-connected restaurant with technology that does not communicate with one another. The good news is, with the Internet of Things, you can find kitchen automation which includes software that connects both the front- and back-of-house, as well as offers a multitude of integration options. Having kitchen automation software with integration partners can protect your investment should you ever need to swap the software in your restaurant.

Kitchen Data

As a restaurant operator, you will no doubt want to create a smarter, more efficient, and profitable restaurant. This is where kitchen data becomes highly essential. A number of Kitchen Display Systems (KDS) are now starting to gather data from every stage of the guest's dining journey, creating a more personalized experience from the first contact until they leave your restaurant. With this data in hand, restaurant operators can use it to create marketing campaigns and identify bottlenecks. Real-time data gives operators and owners a complete scope of kitchen activity so that they can make critical business decisions immediately.

Capacity Management

With an increased demand for off-premise dining and delivery options, this feature is imperative for blending the dual streams of traffic (in-store and off-premise). A KDS with a quoting manager will pace the orders based on real-time activity in the restaurant instead of just volume of order. In turn, the off-premise diner is provided an accurate quote time, and your kitchen isn't stressed. When traffic picks up in the kitchen, quoting to delivery partners and customers take all restaurant traffic into account. This way, guests receive their order at the expected time.





Automated SMS Texting

If your restaurant has a Kitchen Display System with a good quoting software, you may be able to send out automated SMS texts to off-premise diners, to alert them of the exact stage of their order. For example, the Domino's Tracker keeps customers up to date on their order's status from when the order is prepared to when it is on its way. Some KDS software also offers SMS capability to send texts from the kitchen to the servers and bussers.

Mobile Capability

A number of kitchen automation systems offer a business intelligence app for restaurant owners. Through the app, operators can set alerts for when a particular metric falls below standards. For example, if an order sits in the delivery window for more than three minutes, the operator will be notified via the app. Users can also gain a quick glimpse of restaurant activity such as cook times to seating economy.

AUTOMATED KITCHEN APPLIANCES

Apart from automated kitchen features, there are a number of automated kitchen appliances that can bring your kitchen into the new decade. Listed below are some examples of this.

Frying Made Easy

Traditionally a hot, greasy, repetitive, and generally dangerous job, frying has now become a lot easier, efficient, energy- and cost-saving as well as safer! Automated controls and cooking processes cut labor and eliminate safety issues while boosting the quality and consistency of fried foods.

Introduction of fryers with built-in oil filtration throughout the day has meant improved oil quality and food taste as well as extended oil life. Some new fryers use 40% less oil than older models, with automatic top off and filtering. Taking automation even further are fryers with an integrated oil quality measuring system that eliminates subjective manual testing. Welbilt Frymaster's oil conserving range of fryers not only uses 40% less oil, but is also equipped with the full-featured SMART4U® OCF30 3000 Controller that can monitor and report on oil level, oil life, cook counts, and fryer performance.

Heating Food Up: Commercial Griddles

The double-sided grill has come a long way since McDonald's first used it in the '60s. Welbilt's new Garland Xpress grill, for example, can cook items up to 2 inches thick between its grill plates and has icon-based touchscreen controls so that operators can preset the cooking temperature and time for each menu item. The platens lower and lift automatically when food is done. The grill's rapid recovery and rapid pre-heat features also saves approximately 24% energy by allowing the griddle to cool between peak periods.

The Rise Of Smart Combi Ovens

Combi ovens are another big labour-and time-saver with its three-in-one cooking function using convected heat, steam, or a combination of both. Combi ovens make it possible for chefs to perform an impressive array of functions within a single piece of equipment. Not only does it cook food quickly, a combi oven also takes all monitoring and checking work off the kitchen staff's hands. It adjusts temperature, moisture and cooking time settings on its own, monitors the food's browning and degree of doneness, as well as save chefs the trouble of repeatedly turning pan-fried dishes.



A great example is Rational's SelfCookingCenter®, the world's first truly intelligent oven. Rational's smart combi oven line now offers a compact-size XS model available in addition to larger sizes in electric and gas-powered versions, all the way up to a roll-in model. All have an integrated fresh-steam generator; built-in cooking intelligence that recognizes the size and quantity of food items and calculates the best cooking method and time; and a labor-saving self-cleaning and descaling feature, which can be done unsupervised overnight.

Many combi oven makers include automatic cleaning cycles as an option on their units. Also automated with a self-cleaning feature is a new Alto-Shaam rotisserie oven. The patent-pending water jet design can handle heavy grease collection while minimizing water use. During cooking, the unit automatically pumps grease into a collection container for safe handling and disposal.



HVAC Usage And Temperature Tracking

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

Keeping It Cool

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

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



Warewashing Power

Warewashing may be the most labour-intensive work for foodservice workers than any other area of a foodservice facility, therefore this work is an obvious candidate for automation. With Winterhalter's UC Series Undercounter Dishwasher, kitchen staff no longer have to manually wash any dishes, glasses, cups, bowls and utensils but simply pre-scrape off any food or beverage leftovers on the wares before loading them into the dishwasher and letting the dishwasher do the job. The UC Series from Winterhalter impresses with its intuitive controls, economical operation and excellent cost-effectiveness. Its mission is sparkling glasses, clean dishes, and impeccable cutlery.

ROBOTICS HAVE ARRIVED

Imagine being served by a robot or watching one prepare your meal in a restaurant? While to many, this may be a unique experience as robots are still unfamiliar rarities, it is a foregone conclusion that these machines are here to stay and will eventually become a huge part of the restaurant and foodservice industry. A few examples of robots that are already working in the restaurant kitchen are:



- Three robots are employed by the American delivery service Zume Pizza to prepare pizza bases (spread sauces on and put them into the oven).
- Robots Kona and Koya cook four different ramen dishes in a shopping mall in Shanghai.
- Spycy, a robotic-powered restaurant in Boston, Massachusetts cooks complex meals in under three minutes. A robotic chef with seven magnetically heated woks and finely tuned temperature and time sensors tosses and sears the ingredients and dumps them into compostable bowls.
- CaliBurger, a burger restaurant in California, USA, employs Flippy, a burger-flipping robot.



- At Henn-na, a restaurant outside Nagasaki, Japan, food is prepared by a line of humanoid robot chefs that shake cocktail drinks, fry donuts, shoot out perfectly portioned salads, and cook pancakes with spatula-like arms.
- Sally, a self-contained salad-making robot from Chowbotics that can assemble salads using up to 21 pre-chopped ingredients that are loaded into its hoppers daily.
- Haidilao, Beijing's first robot-aided hotpot restaurant employs robots that will take orders, prepare and deliver raw meat and fresh vegetables to customers to pop into soups prepared at their tables.
- Picnic, a Seattle-based technology company unveiled a Pizza-making robot in January 2020 that is capable of making up to 300 12-inch pizzas, all with customized toppings, per hour.
- Moley, a UK-based robotics company has created the world's first robotic kitchen. Featuring an advanced, fully functional robot integrated into a beautifully designed, professional kitchen, it cooks with the skill and flair of a master chef.
- Wilkinson Baking Company created a bread-making robot that does the work of a full bakery. Using a mix of dry ingredients, the machine blends, prepares and cooks the dough and serves customers with freshly-made bread on site.

As the industry continues to evolve, so will kitchen technology. By streamlining commercial kitchens with automation and robotics, many day-to-day pressures that kitchen staff experience can be eliminated. Kitchen automation is the vital piece of the puzzle that will help contribute to creating a smarter, more efficient restaurant that keeps guests happy and builds loyalty. Restaurant operators that invest in the right kitchen technologies will be rewarded with vitality and growth, not only in the next year, but well into the future. 🤖

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ONE

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the CONNECTED KITCHEN



In part one of this article (pg 47) we talked a little bit about the Internet of Things (IoT) and the role it can play in a commercial kitchen. A result of marriage between technology and automation, the connected foodservice kitchen is no longer on the cusp of becoming a reality; this blue-sky vision of truly integrated connectivity has already been realised. The connected kitchen not only strives to improve food consistency and diminish human error and injuries, it also helps to slash food waste and energy consumption while enhancing food safety, reducing labour costs and maximising equipment performance as well as operating life. In the connected kitchen, data is easily shared among systems, equipment and mobile devices and this data can be accessed in real time in the cloud, analysed and acted upon remotely or automatically based on the information being exchanged to improve operations, guest satisfaction and profitability.

It is vital to have complete visibility and control over the daily kitchen operations as equipment like stoves, ovens, deep fryers, refrigerators, walk-in freezers and HVAC systems all require regular monitoring for breakage, temperature, and compliance. As a result, restaurant employees are often compelled to check on them multiple times during the day and record data on temperature and energy consumption. This does not only affect productivity, but also hampers product quality and creates unwanted expenses in the long run.

To put the power of information and application of digital technology to work so that commercial kitchen processes can be optimized, food quality and the guest experience can be improved, waste and equipment downtime can be reduced, menus and software can be done remotely, and increased revenue can be realized, Welbilt's KitchenConnect® digital service delivers 24/7 kitchen equipment integration with IoT technology and monitoring systems designed specifically for foodservice.



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

With Kitchenconnect's dashboard, chefs, operators, restaurant managers, and multi-unit owners can unlock all the equipment information needed to optimise the operation of a commercial kitchen, including:

Report Management - Consumption data (Electric, Water, Consumables), Cycle rates, Utilization rates, Operational status, Time charts (peak/low), Demand analysis (food), Error logs/needed actions, Production statistics, Descriptive analytics.

Asset Management - ID (Model, Serial#), Location (Geo Data), Status (SW, Firmware), Service provider, Installation data, Documents, manuals and videos, Warranty period, Store ID.

Menu Management - Up/down load (Cloud or USB), Product image management, Recipe creation & modification, Recipe library viewing/sharing, Daypart assignment, Product position assignment.

Quality Management - HACCP data, Cook/harvest/draft data, Temp min/max data, Cycle times (completed/cancelled), Equipment hazards (Door Open, Platen, Position, Power Break), Cleaning cycles, Quality measurements, Hold times.

Service Management - Equipment diagnostics, Error resolution guidance, Service reports, Warranty service, PM programs and guidance, Asset tracking

Scenario: Restaurant BYN has 4 outlets in different locations that have been integrated with Welbilt's Kitchenconnect digital service. Through this integrated system, Restaurant BYN is able to monitor all of its restaurants' operations, assets

and equipment performance remotely via a mobile app. By having consumption data through the connected kitchen's Report Management, Restaurant BYN is able to understand how much electricity, water and energy is used in all 5 restaurants. With asset management information, Restaurant BYN will receive data on when the warranty periods of any equipment is about to expire and can then make a decision on whether to send these equipment for any servicing prior to the warranty expiry date. Through its Menu Management information feature, Kitchenconnect allows Restaurant BYN to create, modify and share any menu as well as programme it to be used in all of its restaurant outlets. Hazard Analysis Critical Control Points (HACCP) compliance is of great importance for restaurants and other foodservice providers. Receiving HACCP data through Kitchenconnect's Quality Management enables Restaurant BYN to address any food quality or hygiene concerns in all of its outlets and can decide on a course of action to address these issues immediately. Last but not least, Kitchenconnect's Service Management feature provides Restaurant BYN with equipment diagnostics such as equipment downtime, failure or servicing. With these dashboard features by Kitchenconnect, Restaurant BYN is able to stay ahead and in control of all its restaurants' operations remotely while keeping the focus on customer service at the same time.

KitchenConnect® follows an open approach, offering the connection flexibility restaurants and large chains need. It allows operators to connect equipment from companies other than Welbilt, additionally Welbilt equipment can be connected through other already existing or preferred platforms.



HOW COMMUNICATING KITCHEN SYSTEMS CUT COSTS

One of the biggest non-fixed cost in running a commercial kitchen is energy usage. According to surveys done by the US Department of Energy, restaurants use more energy per square foot than any other type of commercial building - more than three times the usage rate of the average commercial structure - as a result of the heavy demands of both cooking and refrigeration within a compact space.

Having a good communicating control system in place can easily lead to energy savings. Some of that is from optimising startup and shut-down of cooking equipment - something that kitchen staff tend to be too cautious about. With good data analytics, a connected kitchen can help stop ongoing energy leaks or wastage and maximise savings. For example, when a restaurant moves from breakfast service to lunch service, specific assets in the kitchen are no longer required. Data analytics and algorithms in a connected kitchen can detect any operating standard violations where assets are not fired up or down, and the operations center continuously works with the crew to ensure that such violations are eliminated or kept to a bare minimum.



Better Equipment Management

Apart from utility costs savings, installing a computerised kitchen monitoring system can also provide better management of equipment, with less downtime, longer useful life and fewer, smoother service calls. For example, if the system can determine that the refrigeration unit is having problems with the compressor, then kitchen staff can schedule a service call during normal service hours.

Hvac And Water Usage

HVAC usage in commercial kitchens is another huge drain on energy consumption, second only to food preparation. By installing a computerised management system of the kitchen's HVAC, which is another big aspect of the communicating restaurant, energy costs can be further reduced while making the environment more pleasant for both guests and staff.

Water is a main component in the F&B industry and even more so in a commercial kitchen. While water used to be a minor utility bill previously, with rising costs today, rates are increasing faster than ever before. To save on water costs, commercial kitchens can add hardware like drip sprayheads but also sophisticated computerised control systems that take into account site-specific conditions such as heat, humidity, sunshine, and even water runoff patterns based on the type of soil. A private internet connection will allow managers to monitor conditions at each restaurant and alert them quickly to any problems.



Communicating kitchen systems like Welbilt's Kitchenconnect is already in wide use among QSR's, fast casual restaurants, convenience stores as well as hotels and resorts. With rising labour and food costs as well as expensive leases and rentals, restaurant operators are looking for relief anywhere they can - this means more automation and data analytics to gain additional kitchen efficiency. With so much data stranded today that can be accessed to support the commercial kitchen, it is not hard to imagine that eventually, many commercial kitchens will adopt this kind of technology. Paving the way forward, Kitchenconnect by Welbilt aims to integrate all segments of foodservice so that information can be captured and stored, and everything from farm to fork can be monitored.

To learn more about KitchenConnect®, visit <https://www.welbilt.com/KitchenConnect/About>

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Q&A SEGMENT

To gain a little more information on 'The Connected Kitchen and what the F&B industry may be able to expect from kitchens of the future, we interviewed Welbilt's Director for FITKitchen & Connectivity Solutions, Mr. John Zhang.

What does a connected commercial kitchen (with KitchenConnect) look like?

The application of digital technology to kitchen operations makes it possible to put the power of information to work so that the food service industry can adapt to an ever-changing environment faster and more efficiently. Welbilt KitchenConnect digital platform offers numerous ways to harness this power to take operations from average to great, realising benefits like never before. KitchenConnect dashboard unlocks all the equipment information you need to optimize the operation of your kitchen.

Welbilt's KitchenConnect is currently connecting with QSRs, FCRs, convenience stores, hotels and resorts; will this connected kitchen system be able to service smaller foodservice businesses like casual restaurants, coffee shops and bakeries etc?

KitchenConnect utilizes a host of functions to enable more efficient operation in commercial kitchens across all segmented concepts - this includes QSRs, FCRs, convenience stores, hotels, convention centres, fast casual, casual dining, coffee shops, grocery café, bakeries and commissary etc. It can be adapted effectively to food service businesses of all shapes and sizes across the industry. KitchenConnect provides equipment information for chefs, operators, managers, and multi-unit owners to optimize the operation of their kitchens and adapt to an ever-changing industry quickly and efficiently. The advantages are manifold and substantial.

How does KitchenConnect allow scalability for smaller foodservice operators and how can Welbilt help integrate the connected kitchen system into their operations?

Welbilt has connectivity solutions tailored to different market segments and sizes. We offer different options and solutions for large companies and we also have 3rd party partnership model for middle tier customers. For smaller foodservice operators who may not have the necessary IT infrastructure and just want to access their equipment, KitchenConnect can help integrate their equipment and provide them the subscription of dashboard for all management reports.

IoT restaurant technologies like the connected kitchen and KitchenConnect may cost more than their traditional counterparts, so how will smaller foodservice businesses afford to implement this integrated system?

IoT restaurant technology may cost slightly more, however it pays for itself with the money and value added. For example, real-time temperature monitoring satisfies HACCP requirement for food safety, reliably and without any manual effort. It allows our clients to safeguard products which may be worth over \$1,000 plus. KitchenConnect allows the interoperability between products to standardise, maintain, and assure food safety, compliance, and energy management. By making the move to KitchenConnect, we expect smaller food service business to become more profitable with more streamlined operations.

Is KitchenConnect limited to certain menus only? Can it come into the Asian foodservice market with its various types of menus? What is flexible about it?

Welbilt's KitchenConnect applies digital technology to optimise kitchen operations. It collects data from equipment, analyses and processes the data; and provides real-time insights, allowing completely secure visibility of equipment operations within an entire kitchen. It facilitates man to machine and machine to machine interactions. The application of this technology is not limited by market or menus. We already work with many clients across different geographic regions, in different markets and with diverse menus. It has been proved that this technology is flexible and broadly applicable for the Asian foodservice industry.



Now that we have reached that magical point where multiple technologies has combined to give birth to 'The Connected Kitchen' like KitchenConnect, what more can commercial kitchens come to expect after this?

Today in our current industry, most equipment available on the market are designed with individual digital solutions for their own unique platforms. The end users are very often faced with the challenge of bringing together multiple platforms with diverse interfaces in a commercial kitchen. Welbilt is working to bring all brands to one digital platform together - we envision a common controller for all equipment across multiple brands. A full range of Welbilt equipment will have common user interfaces. We are in process of rolling out the full implementation of born digital common controller with common user interface across all brands. A unified complete application will establish interconnectivity throughout the entire kitchen; and provide customers with a much improved experience than what is currently available in the industry.

Going forward, where else are we heading to for kitchens of the future? Are we at the peak? In your opinion, what else can we expect after this?

Today's kitchen is fast-paced, ever-changing and full of challenges: profitable growth, speed of service, reduction of costs, food safety and quality, to name a few. Foodservice operators need to integrate, automate and simplify. We at Welbilt are not only providing the data to our end users to optimize their operation, but also integrating technology in the design of kitchen and IoT connectivity to provide complete solutions of foodservice equipment. Welbilt's FITKitchen envisions a commercial kitchen of the future that is designed around the interaction of food, beverage, people and equipment - a kitchen with low labour costs, high productivity, high sales and revenue and fresh menus.

Mr John Zhang has an Engineering degree from the Shanghai Ocean University, China; a Masters in Food Process Engineering from the University of Reading, UK and a PhD in Chemical Engineering from the University of Birmingham, UK. With more than 20 years of experiences in the F&B trade having worked on numerous successful projects for big names in the industries, Mr. Zhang was instrumental in developing and managing many equipment projects as well as providing support to open new markets. 🤝



SOLUTION providers



63 FOOD DELIVERY:
SAVIOUR IN DISGUISE



food delivery: SAVIOUR IN DISGUISE

Here's the thing that has been getting into our head (and for many unfortunately, their homes), and that's coronavirus. The horror of the word has crippled us from going out and doing the usual. In January in China, about 11 million residents were locked in Wuhan city, and only allowed to leave their compounds once every three days. While these restrictive measures placed a strain on Wuhan residents, some resorted to using online food delivery services. Residents who had no access to food in their neighbourhoods ordered groceries in bulk on WeChat alongside their neighbours so food can be delivered to their homes. But smaller communities who don't have enough neighbours in one area are unable to have food delivered to their homes if they cannot meet the minimum order requirement for delivery.

FOOD DELIVERY FOR COVID-19 PREVENTION

Following increasingly strict coronavirus measures, demands for group-buying food delivery services have sky-rocketed. For some, organising group purchases are the only way they can get more food.

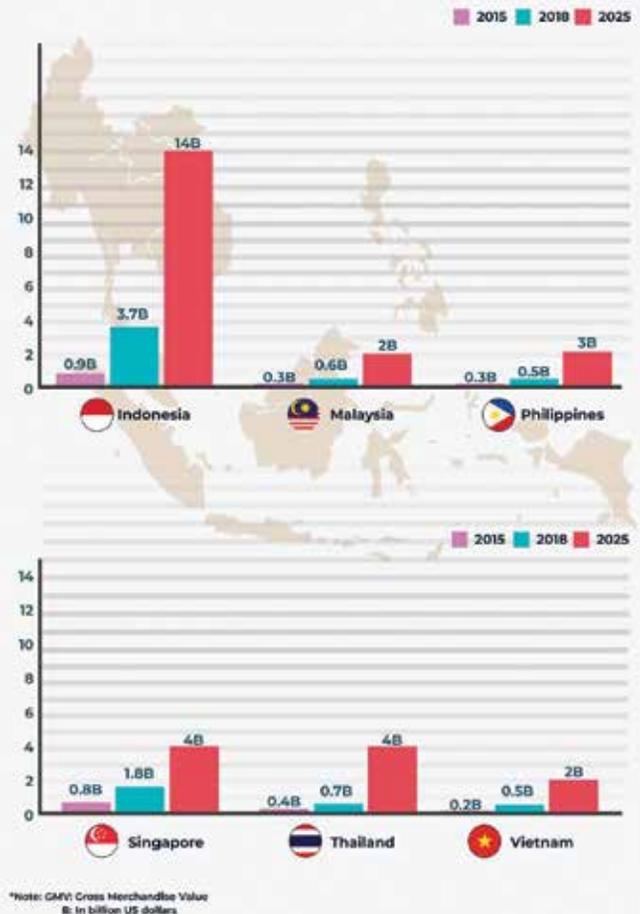
Supermarkets and grocery stores have set up group-buying services on the Chinese messaging app WeChat, with chats for buying certain items like meat, vegetables, and milk. More sophisticated shops set up apps within WeChat for Wuhan residents to order food.

FOOD DELIVERY IN SOUTHEAST ASIA

The number of those infected in China goes far off that of Southeast Asia. Yet, its better safe than sorry. Online food delivery services are slowly beginning to penetrate the market in this region, and for times such as this, the redemption of safety seems to be the priority for many of us. In Southeast Asia, total online food transactions when compared to the percentage of dine in and take out is comparatively lower compared to developed markets such as the U.S. and China. That only proves that the penetration headroom in this market is expansive and a prospect worth paying attention to.

Although food delivery systems currently promise a slim profit margin, entrepreneurs are still turning towards the business idea due to its reach and revenue. Compared to ride-hailing services, the food delivery business is forecasted to be the larger and faster growing market strategy for service providers. As reported by Singapore state investment firm Temasek and Google, food delivery market in Southeast Asia is expected to grow from US\$2 billion in 2018 to an estimated US\$8 billion in 2025. Jumping into the bandwagon are ride-hailing companies such as Go-Jek and Grab that have used their rapport with well-known brands and larger user database to compete with purely food delivery players such as FoodPanda and Deliveroo. In fact, GrabFood even “overcame” UberEATS as part of its takeover in Southeast Asia.

SEA ONLINE TRANSPORT & FOOD DELIVERY MARKET SIZE (GMV)



The expected growth of food delivery services in Southeast Asia. Image via The Asean Post.

GRABFOOD

Since the start of operation in 2017, GrabFood has expanded to 204 cities from just two, and has reached six countries. It has grown 10 times bigger in the region of Asia only in less than two years, giving top-line revenue that is rather exponential than linear. The food delivery service originating from the e-hailing app, Grab, delivers “great food from local restaurants, straight to the doorsteps of hungry customers.” For a ride-hailing business such as Grab, food delivery is a good way to build loyalty and “attachment” with their clients and expand their user base. According to Grab, food has become a super high priority for many businesses, and it is certainly an area of growth and diversification. In fact, the food delivery market is under-penetrated at the present among the business lines where one of the biggest opportunities is seen in the next few years.



Therefore, some key advantages of partnering as a merchant for Grab’s food delivery business are:

- Market to Grab’s present customers. By tapping on Grab’s marketing channels, merchants are able to reach millions of hungry Grab customers and grow their businesses.
- No extra staff. Merchants get their own delivery service without requiring an additional staff.
- Customer retention. Merchants that sign up with Grab are able to reward and retain your customers by leveraging on the GrabRewards loyalty programme.
- Getting to know customers. Merchants are able to access online tools that help them track, analyse, and improve their business.

On the other hand, Grab believes the key to winning the game is going local. The company believes that by crafting a hyper local product that revolves around customers’ needs, a market can be won. The durian offering, for instance, was a craze in Malaysia and Singapore. Grab bought durians from local farmers and sold them to customers, market by market, and focusing on what exactly they want. Therefore, it is no surprise that when it comes to food delivery, GrabFood plays out different business models for different countries.

Here are the documents needed to become a GrabFood Merchant-partner:

MALAYSIA

- Copy of Bank Account Details
- Copy of Business Documents - Form 9,13,49
- Copy of identification card/passport of the director/officer of the Merchant who is signing the Agreement
- Copy of business license (must be current and not expired) for each restaurant
- Copy of insurance policy covering all restaurants (must be current and not expired)
- Copy of Halal certificate (if applicable)

SINGAPORE

- ACRA Business Profile (extracted no earlier than 1 week prior to Effective Date)
- Copy of identification card/passport of the director/officer of the Merchant who is signing the Agreement
- Current copy of NEA license for each restaurant
- Copy of insurance policy covering all restaurants (must be current and not expired)
- Copy of Halal certificate (if applicable)
- Class 3A/3B liquor licence (if applicable)

For more information, go to www.grab.com.



foodpanda

FOODPANDA

Foodpanda (stylized as foodpanda) is another popular food delivery service in Malaysia, Singapore, and the Philippines. Streetpanda was also launched not long ago to offer delivery of street food. The mobile food delivery service which is also available on a website is available in 12 countries with active users throughout Romania, Bulgaria and Asia Pacific. In fact, the company has partnered with over 27,095 merchant restaurants across 193 cities, with over 15,733 delivery riders.

In Malaysia, the company launched a 24-hour food delivery for a limited time. The company has seen a shift in terms of its customers' behaviour where convenience plays a big factor in terms of online food delivery and more often than not, this involves orders that come in past regular working hours. With the aim of convenience of satisfying customers' cravings, Foodpanda Singapore has also introduced 24-hour deliveries incorporating fast food options and select cafes amongst other merchants.

Yet, Foodpanda believes the key is relevance. Constant reinvention and keeping up with the trends appear important for the company as the preferences of customers can often change overnight with the influence of social media. Such elements make up the bigger picture of interaction with customers. Scale and coordination are equally important for companies such as Foodpanda - it has to be present for the service to be consistent and to make sure less things go wrong.

By becoming a partner with Foodpanda, the following benefits can be enjoyed by restaurants:

- Reach out to a higher number of customers.
- Entice new users as Foodpanda has corporate partners registered with the company.
- Regular data analytics reports by Foodpanda which helps to analyse the business in the foodservice industry.

If you are in India, the following documents are to be submitted while registering as a Foodpanda partner:

- FSSAI Registration. All food business operators are made mandatory to have FSSAI License. A food business without FSSAI certificate is deemed unauthorised.
- Proof of invoice (consisting the details of all fees including service fee, taxes, delivery fee, and packaging charges)
- Scanned copy of restaurant menu
- Copy of cancelled cheque
- Minimum of three photos of back of house kitchen, front view of the restaurant, and packaging as well as other necessary photos.

There are also other services that Foodpanda offers. Restaurants that are seeking more exposure or want to advertise limited time specialties can do so via Foodpanda. And it's not just food, merchants such as pharmacies and grocery outlets are also a part of the Foodpanda partners network where basically anything can be delivered.

For more information on how you can partner locally in your country, you may go to **www.foodpanda.com**.



Image via KTCHNrebel.

DELIVEROO

Founded by Will Shu in London, Deliveroo has revenue growth of over 650% since the day it started. The demand has also helped generate jobs in the foodservice sector of local vicinities. The idea of Deliveroo came as a result of Will Shu observing the lack of delivery among the great restaurants in London. Using the “Frank” algorithm, Deliveroo distributes orders based on the location of restaurants, riders and customers.

With Deliveroo’s platform, restaurants are also able to expand to new areas. The platform helps restaurants to set up kitchens within 8-12 weeks in new areas without the initial high costs of setting up high-street premises. Using data insights that identifies cuisines that are popular in specific local areas, restaurants are able to grow faster and offer wider choices to customers. For street food entrepreneurs seeking new customers as well as restaurants that seek to launch a new menu, Deliveroo is ideal in supporting growth and scalability in innovation.

To find out how you can partner with Deliveroo in Southeast Asia, go to www.deliveroo.co.uk. 🍷

Source: The Edge, Grab, The Asean Post, Business Insider, TheStar, Vulcan Post, Future Work Technologies, KTCHNrebel, Seasia, Tech News Gadjet

Note: Information are correct at press time. For updated information, kindly visit each companies’ respective websites.

It looks like the appetite for food delivery has never been greater than seen in year 2016, which reflects the immense demand and growth in the takeaway food and home delivery sector that outpaces the foodservice industry. While this has largely to do with the rise in consumers’ priority for convenience, this can be your best time for your restaurant to partner with these food delivery apps and seize the opportunity of higher profitability and growth!



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SUSTAINABILITY in the face of ADVERSITY



Sustainability is a concept that has rose in significance in the foodservice industry. According to the United Nations, sustainability is “meeting the needs of the present without compromising the ability of future generations to meet their own needs”. This goes in line with the United Nations’ Sustainable Development Goals - a collective call-to-action for businesses to stimulate action in areas of critical importance to the environment and humanity. The lifecycle of each product or service, including the operation and the process it involves have to be taken into consideration.

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The clean solution



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www.meiko-asia.com

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M-iClean U



M-iClean H