

# Culinary

Rni No: GUJENG16218

## Entrepreneurs



IFEA Newsletter, Nov. - 2023, Events & Activities

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# INDUSTRY NEWS

## A Flagship Project by Oceanus

**O**ceanus Exports Pvt Ltd, Ahmedabad are in the business of providing Convenience Food Products like Dehydrated Vegetables, Herbs, Onion- Garlic, Fried Onions and Gravies.

They have started a flagship project titled "Making Chef-Kitchens Convenient". Director of Oceanus Exports Pvt Ltd, Ms.Premangi Khagram, who is carrying the legacy of the garlic farming business of her grandfather, said, "Under this project, our Chefs educate recipe preparations with Oceanus products making Chef operated Kitchens; Time, Cost and Labour savvy.

creams, which contain the goodness of fresh milk, the finest of ingredients, and comes in more than 140 flavour options ranging from cult classics to creative concoctions. Whether you prefer a cup, cone, candy, party pack, kulfi, tubs, novelties, bulk packs or an ice cream cake, Hocco has all your cravings covered.

"Hocco embodies our legacy of innovation, where we continue to uphold the values that have made our family's ice cream a household name: authenticity, flavour, and a passion for excellence. Our mission to create lasting, joyful memories is in our DNA because cost is long forgotten but quality is not," says Pradeep Chona, founder and chairman of Hocco Ice Cream.

Their 8 decades of experience and invaluable customer feedback has given rise to a mouthwatering flavour portfolio ranging from old classics like Cassata, Matka Kulfi, Roll Cuts, Lonavala Chikki, and Taj Mahal to new innovations in flavours like Biscotti, Cookie Dough, Filter Coffee, Blueberry

## The House of Chona is back in industrial- scale ice-Creams

**T**he Chona family is back into making delicious ice creams at

an industrial scale and are already witnessing tremendous demand from the market. Hocco, a brand-new delicious offering from one of the first ice cream manufacturing families whose legacy goes back to pre-Partition India, invites you to experience an indulgent range of ice creams curated

thoughtfully for the amazing people of India.

Hocco comes from the House of Chonas - the founders and erstwhile promoters of the Havmor Ice Cream, who revolutionised the ice cream industry before selling the company to the South Korean conglomerate Lotte in 2017.

The Chona Family's time-tested passion for innovation now comes alive in Hocco ice



Cheesecake, and more. In addition, they also have a thoughtfully curated line of ice creams called "Healthies" tailored to accommodate dietary preferences and restrictions, offering a zero added sugar range.

Hocco has set up a state-of-the-art ice cream production facility at Bavla with the ability

to produce 50,000 litres per day of ice creams. They are ramping up production and should be able to double their capacity in a few months' time.

"Our goal with Hocco is to create a haven of happiness, where every scoop is a reminder that life is better when you slow down and savour the moment," says Ankit

Chona, founder and managing director of Hocco Ice Cream. "We believe in the power of ice creams to bring people together, to create cherished memories, and to inspire new ideas. Time is shrinking all around us. There is an insatiable hunger for instant gratification. We live in an always-on, always-urgent work culture.

There is a blurring of boundaries between work and home in the post-pandemic world. Our screen times are rising, and our screen addictions are shortening our attention spans. This is what Hocco is up against. We hope with a Hocco Ice cream in your hand, you remind yourself and the world that you deserve to take your own sweet time."



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# Callebaut Partners with Chef Arvind for the Second Consecutive Year in India



Callebaut, renowned for its authentic Belgian chocolates with a 100-year legacy, announced its continued collaboration with acclaimed Chef Arvind Prasad as its brand ambassador in India for the second consecutive year.

Over the past year, Chef Arvind has represented the brand across several platforms. Some key highlights of last year are representing Callebaut at prominent events like India's largest trade show, Aahar in Delhi, engaging with the chef community and influencers in the food industry, and participating in the CIBUS Parma trade show in Italy representing India.

Chef Arvind shared, "In my culinary journey, I've worked with numerous renowned chocolate brands, but it's with Callebaut that I've found a truly reliable partner. What excites me most about Callebaut chocolates is its workability, versatility, and unique Belgian Chocolate taste, enabling me to craft my best creations."

For Diwali this year, Chef Arvind has conceptualized an exciting entremet, 'Diya,' an egg-free creation that pairs the richness of dark chocolate with saffron and a blend of nuts. He noted, "For this creation, I really wanted to create an indulgent dessert, pairing Belgian Chocolate with ingredients synonymous with Indian festivities, in this case, a blend

of pistachios, almonds, and cashews.

Mr. Dhruva Sanyal, Managing Director of India for Barry Callebaut, the company that produces the Callebaut brand, stated, "Our focus is on expanding our reach among the chef's community and promoting the Finest Belgian Chocolate across India. The collaboration with Chef Arvind has been incredibly fruitful, drawing attention to our Callebaut brand and integrating its products into well-known hospitality brands across India. We eagerly anticipate Chef Arvind's extensive pastry expertise and reputation to elevate Callebaut's brand awareness and market share."

This year, Chef Arvind is scheduled to conduct several masterclasses, with the first interaction scheduled at the Bakery Biz in Mumbai on 29th November 2023. He will also continue creating, sharing, and inspiring his best creations via Callebaut's digital platforms and be involved in Callebaut's pan-India competition, which is aimed at providing an opportunity for the chef community to showcase their talent and compete for the title

# Dhiraj Kolwankar Joins Four Points



**D**hiraj Kolwankar has joined as Head chef. Four Points By Sheraton Ahmedabad. Chef Dhiraj's last assignment was with Le Meridien in Mahabaleshwar. He replaces Chef Pramod who has moved to Courtyard by Marriott Tiruchirappalli

## Patang reopens its doors

Bollywood star Suniel Shetty reopened Ahmedabad's iconic Patang restaurant on the auspicious occasion of Dussehra on 24th October 2023.

Umang Thakkar, Chairman of Dharmadev Group, said, "Patang is the identity of Ahmedabad and the pride of Gujarat. Patang was born in 1983, the same year in which India first won the

cricket World Cup. Patang has witnessed Ahmedabad's group in the 40 years from 1983 to 2023. At the time, Apna Bazaar and SBI were the only tall buildings in Ahmedabad, but Patang has stood tall even as the city has grown and expanded to Ashram Road, CG Road, 132 feet ring road, SG Road and even SP Ring Road. Amdavadis will be able to experience the new Patang restaurant and get a chance to witness Ahmedabad from a height."

Patang was inaugurated by actor Hema Malini in 2007. Patang has been witness to any records created in the city. The national record for releasing more than 572 tukkals and the Guinness Record and Limca Record for releasing over 1,011



tukkals from the hotel are achieved by Patang.

Under the guidance of Masterchef Ajay Chopra, all the cuisines and the menu will be a treat for food-loving Amdavadis. While the restaurant is the biggest draw, special arrangements have been put in place so that patrons can see old and new Ahmedabads from a height. There will also be an audiovisual presentation showcasing the rich cultural heritage of Ahmedabad.

A new initiative is also being launched to ensure the Patang experience is inclusive. Under the initiative, Patang will collaborate with NGOs to provide free food to children, the elderly and others in need and deliver a memorable experience to them.

# World Cotton Day



7th October 2023

IFEA - Innovative Food Entrepreneurs Associates in association with Deepkala Silk Palace celebrated World Cotton Day by honouring those from



the hospitality industry who have supported textile arts.

The event was held at Fortune Park, Ellisbridge, Ahmedabad.

Shaheen Shaikh received the



certificate on behalf of Rann Riders by Kaafila Rann Riders by Kaafila, an eco resort that has promoted artisans of DASADA and nearby villages. Puneet Bajjal received the certificate on behalf of Sarvatt, the Gujarati theme restaurant at Hyatt Regency Devanshu Gandhi received the certificate for Timeless Weaves, supporting weavers Architect Chirashree Thakkar Chirashree Thakkar received the certificate for her work in using crafts in property design. Gautam Popat was felicitated for his work in operating textile and craft tours of Gujarat. Reema Nanavaty received the felicitation for the SEWA homestay project in the Radhanpur crafts cluster. Architect and art enthusiast Hartmut Wruster was the guest of honour. Mona Bhatt and Shanker Damodaran explained their concept of developing an Art District in the Ellisbridge-Paldi area through community engagement.

The dinner featured Bohra dishes by Seema Saiyed Kashmiri dishes by Chef Amit Slathia and Punjabi dishes by ITC Fortune hotels.



# Monita Master Chef Competition and Navratri Cooking Show

The canape competition was organised by IFEA - Innovative Food Entrepreneurs Associates and SNS CULTURE

COOKING GROUP with the support of Prow Services and Ace Advertising at Fortune Park Ahmedabad

Monita is a 60 year old company making Canapes, Chat basket, Sandwich Wafer, Baby cones, Pani puri shells etc.

The contestants made canapés using Monita products with innovative fillings.

## The winners:

Shubhi Goyal | Bharti Singh | Rita Popat



## The other special mentions:

Sarita Dimri | Paulomi Patel | Chhaya kumar



Devanshu Gandhi, MD of Vadilal Industries was the chief guest.

Arpana Bhuwania, Mayank Gautam and other culinary entrepreneurs gave the participants certificates.

A Navratri Cooking workshop by Chef Amit Slathia of Kashmiri cuisine presented dishes free from onion and garlic.

A sumptuous high tea was prepared by the hotel for the participants.



# Modern Awadhi Workshop

FEA and Aayna Cookery Club organized a workshop of Awadhi

Platters with a modern twist on 8th September 2023 at Three-Quarter Indian, a rooftop café offering a unique gastronomical experience.

This workshop was conducted by Chef Shlok Shah of Three-Quarter Indian, using several cooking techniques to create recipes that keep the essence of Awadhi cuisine but experimenting with modern cooking techniques and methods.

Vasant Masala special Awadhi Garam Masala was utilized in all the dishes demonstrated at the workshop.

A sumptuous high tea was presented by the host, Kapil Singh of Three-Quarter Indian. Wagh Bakri sponsored the tea and coffee.





# International Chefs Day

organised a felicitation of its chefs, kitchen team and interns. A Mediterranean Food Workshop was conducted by Chef Dhiraj who demonstrated classic recipes of the Arab World to the participants.



IFEA's International Chefs Day celebrations were flagged-off by Alan D'Mello's Chefs Ride on a bike from Kerala to Gujarat. Le Meridian hosted the event in Surat and Novotel in Ahmedabad.

On 20th October 2023, Four Points by Sheraton Ahmedabad partnered with IFEA and Aayna to felicitate chefs from the

Marriott properties in Ahmedabad like Chef Baldeep Rahel from Courtyard by Marriott Ahmedabad, Chef Kalpesh Kature from Renaissance Ahmedabad, Chef Dhiraj from Four Points and a representative from Courtyard by Marriott SBR.

The IFEA founders also visited Fortune Park Hotel which had



# World Food Day Cooking Festival at Hyatt Regency



16th October 2023

**W**orld Food Day aims to put the spotlight on the global challenge of hunger and malnutrition, and promote action for the future of food, people and the planet.

To celebrate this day, IFEA collaborated with SNS Cooking Classes, Prow Services and Hyatt Regency for a cooking event.

The event began with a Zero-Waste Cooking Competition where contestants, mainly

home chefs, were required to make a dip to go with Crictos Chips by Gopal, a snack brand. Crictos chips of six flavours were provided to the home chef for matching. The dish was



based on the use of those parts of a fruit or vegetable that is usually discarded like stalks, stems, roots, leaves, peels, etc.

**Chef Suryanarayana VV**

**Sunkara judged the competition and selected the following winners:**

**Paulomi Patel**

**Bhawna Shah**

**Aparna Patel**

A cooking workshop was conducted by the Hyatt Regency team of Sarvatt, Tinello and China House restaurants, covering Satvik recipes and sustainable cooking recipes.

On the occasion, Culinary Education and Enterprise Development Association



(CEED) felicitated a few volunteers who are working for the hunger challenge.

Manavta Kapur, Dhananjay Jain, Manoj Jain, Darshan Jain, Alpesh Sankheshara and Miles Doshi received the felicitation as volunteers who provide Sunday meals under the Bharatiye Jain Milan group's Ahmedabad branch.

Nishi Kant Handa and other members of the Robin Hood Army spoke about the Robin Hood Army (RHA), a volunteer

based organization that works to get surplus food from Restaurants, Parties etc. to the less fortunate.

Neeraj Hasija talked about how they are providing surplus food products from their Healthy Browns brand to cattle shelters.

The guests of honour, including Narendra Sinh Purohit of Aahar Management Association, Biseswar Debabrata Mukherjee and Chef Nandi from HRPL,



Mona Bhatt and Shanker Damodaran from Global Chambers, among others, gave the prizes and certificates.



# Gratitude Dinner

IFEA organised a meetup and dinner of those who have supported our events and activities over the last couple of years.

The founders felicitated those who have advertised in our magazine, sponsored our calendar, sponsored our events and become corporate members of our IFEA application.

The dinner on the eve of the full moon night of Shrad Purnima was organised at the beautiful poolside restaurant, Wind & Water at Fortune Landmark.



# Mediterranean and Middle Eastern Cooking Workshop at Four Points by Sheraton



To celebrate International Chefs Day, Four Points by Sheraton Ahmedabad organized a special culinary event with IFEA and Aayna Cookery Club featuring a master class led by Head Chef Dhiraj Kolwankar. The focus of this occasion was to share the delights of Mediterranean cuisine with the enthusiastic home chefs of Ahmedabad. The event served as a tribute to chefs worldwide, who consistently excel in the art of

preparing delicious dishes that grace our tables.

The master class was more than just a cooking demonstration; it was an engaging and interactive session that brought together chefs and cooking enthusiasts. The event was designed not only to showcase the exquisite flavours of Mediterranean dishes but also to foster a sense of community and shared culinary passion.

Participants had the unique

opportunity to learn directly from Chef Dhiraj Kolwankar, gaining valuable insights into the techniques, ingredients, and secrets that make Mediterranean cuisine so special. It was a day filled with culinary exploration, where attendees could immerse themselves in the world of flavours and aromas that this region has to offer.

What made this event even more remarkable was the spirit of giving back. By imparting their culinary knowledge, the team at Four Points by Sheraton Ahmedabad contributed to the local community of aspiring home chefs. The participants left the event not only with newfound culinary skills but also with a sense of happiness, knowing that they were now equipped to bring the magic of Mediterranean cuisine to their own kitchens. It was a celebration of the culinary world and a testament to the power of sharing knowledge and passion for cooking.



# IFEA Food Trail



region, and some international fare.

In the afternoon, the members were taken for a jeep safari in the Little Rann of Kutch, the only wild ass sanctuary in India. Picnic tea on the banks of Bajana Lake with a view of flamingos, spoonbills and ducks was the highlight of the trail.

After witnessing the glorious desert sunset, the members set off back to Ahmedabad.

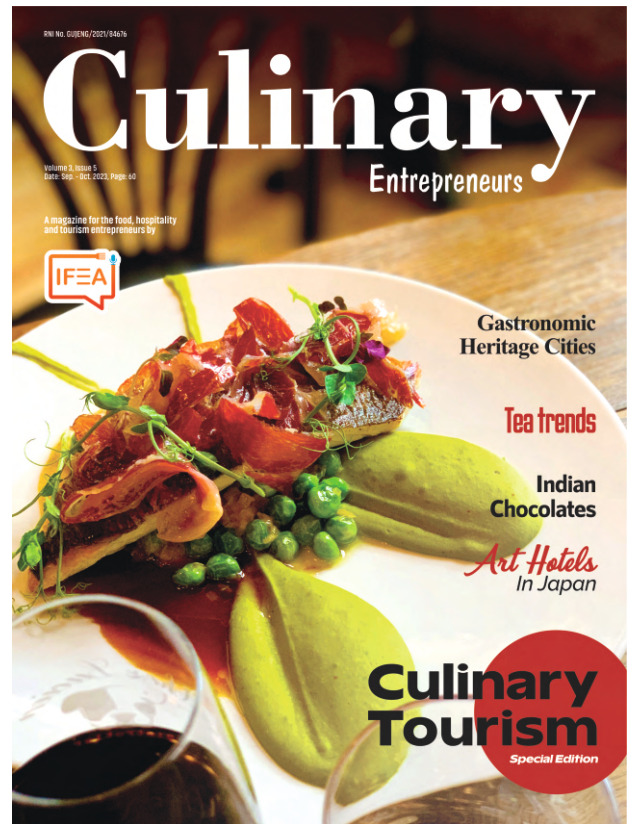
FEA organised a food trail to Rann Riders by Kaafila at Dasada.

Keeping with IFEA's spirit of supporting small enterprises, the trail included demonstrations of handicrafts by various artisans. The participants bought Matani

Pachedi from the Chitaras, beaded bangles from the Mirasas, embroidery from the Rabaris and other crafts. The women in the group also danced the garba with the Mirasa women.

Lunch featured Kathiawadi food, Muslim food of the





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