

Culinary Entrepreneurs

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IFEA was founded on 12th July 2017 with the aim of enabling information exchange between food entrepreneurs and professionals, like hoteliers, restaurateurs, caterers, home-based food entrepreneurs, mithai shops, ice-cream manufacturers, bakers, chefs, etc. Since then, IFEA has organised or collaborated to organise several events like seminars, conferences, workshops, symposiums, courses, skill development programmes, networking meets, cooking competitions, food festivals, etc.

As we complete six years of existence, the four founders, Rohit Khanna, Dilip Thakker, Darshan Rawal and I, have taken significant decisions to take the objectives of IFEA forward. We have launched the IFEA App that makes it possible

for members of different geographies and disciplines to engage and interact with other members, register for our events, and search for suppliers.

Another landmark step has been the incorporation of CULINARY EDUCATION & ENTERPRISE DEVELOPMENT ASSOCIATION (CEED), a non-profit that will work for social, environmental and economic sustainability in the food and hospitality industry.

The last couple of months have seen many activities like cooking workshops and competitions. You can read about them in this newsletter.

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Kabhi B Cooking Competition at Novotel Ahmedabad

KABHI B[®]
bakery & patisserie



Kabhi B is a brand of Kanhai Foods Limited, manufacturers of bakery products, confectionery and frozen foods.

On 1st July 2023, Kabhi B hosted a cooking event with Novotel Ahmedabad that brought together more than 100

passionate cooks and home-based food entrepreneurs to the hotel. The objective of the event was to showcase Kabhi B's products while providing a platform for home chefs to learn new dishes and showcase their skills. The event was organised by Innovative Food Entrepreneurs Associates (IFEA)

and SNS Cooking Classes.

For the first round of the competition, all participants had to plate dishes made using Kabhi B's breads. The contest was judged by a jury comprising Chef Nisarg Chauhan (Executive Chef of Novotel Ahmedabad) and Kabhi B head chefs, Vedika Kariwala (Culinary Graduate from the University of

Huddersfield and patisserie chef qualified from Ecole) and Vrinda Chokhani (Le Cordon Blue Paris qualified patisserie and boulangerie chef).

Six contestants were selected by the three-member jury for a live cooking competition with a pantry that included fruits to go





with the theme of International Fruit Day which is celebrated on 1st July, Kabhi B's breads and various other ingredients. As June-July is Back-to-School time, each contestant was told to prepare a dish they would pack for a lunchbox and present it on a Tupperware plate.

The jury selected three winners, Bhavna D. Shah, Ami Thakker and Seema Saiyed for the first, second and third prizes respectively, and the other three finalists, Yash Shah, Seema Gupta and Bharti Pawar were awarded consolation prizes. Kanhai Foods Limited directors, Vaidehi and Shashank Chokhani, said, " This competition was not

just about culinary expertise but also a good platform for cooking enthusiasts to come together and show their love and passion for cooking "



Nand Equipment, Cosmo Ecosystem Care Pvt. Ltd., Tupperware, Midas Touch, Kanhai Foods Limited and Novotel Ahmedabad were the gifting sponsors for the event. Chef Nisarg Chauhan conducted a workshop during which he demonstrated dishes using breads, fruits, millets and vegetables. A written bakery quiz was organised for the

other contestants, with prizes by Kabhi B. Amit Sangwan, GM, Novotel Ahmedabad, concluded," We are really happy to have hosted this competition and workshop at our hotel. The 'josh' of the participants was amazing!"



A Healthy & Sustainable Rakhi Festival At Courtyard By Marriott Sindhu Bhavan Road



Royal Gabat Life Science Pvt Ltd envisions to bring to its customers a variety of desirably healthy natural products. They have developed stevia products as sugar replacements, and several

products using Prickly Pear which grows widely in Gujarat. IFEA and SNS organised a cooking competition and workshop at Courtyard by Marriott SBR which was sponsored by Cosmo Ecosystem Care Pvt Ltd,

manufacturer of natural sweeteners made from stevia and prickly pear products with the Royal Gabat brand. Prickly Pear Cacti are mainly known for their flavourful fruit which offers myriad health benefits.

Stevia was the mandatory ingredient for the cooking competition. The gift sponsors were Nand Equipment and Home Town Ahmedabad. The



Rocket in EVOO, Aoili with pomegranate, walnuts and toasted sesame, and Rissotto with pear, barley, sorghum, black gram and short-grain rice.

As per the theme, the exhibition showcased sustainable products for Raksha Bandhan like rakhis made by the nomadic Mirasa women of the Little Rann of Kutch environs, plantable rakhis, handicrafts, handmade candles, traditional clothing and jewellery, etc. More than 170 women, including home chefs attended the workshop.

COURTYARD
BY MARRIOTT

HomeTown
The Art Of Better Living

winners were Bharti Pawar, Priti Dholakia, Megha Agarwal and Jigna Ganatra.

Chef Vijay Dubey and his team conducted the workshop teaching dishes with healthy

and sustainable ingredients like Bajra Biscuits, Kadhai Ratatouille with Foxnuts, Avocado ad Fermented Cauliflower, Spinach Ricotta Millet Canelloni with prickly pears reduction, Ragi Sourdough Flatbread, Pears and

IFEA launches mobile application



IFEA is a thriving community of people in the food and hospitality industry. The group was founded in July 2017 as a knowledge platform to provide information and networking opportunities for food entrepreneurs like restaurateurs, hoteliers, caterers, bakers, home-based food entrepreneurs, etc.

The Application was launched with a workshop for home

chefs at Platinum Inn, a hotel in Ahmedabad. It is available on both IOS and Android.

The Application will help the members to:

- Receive advice, find reliable business service providers and suppliers, keep track of current trends and events, ask for advice from other industry members, and share information about their own

products using the Timeline.

- Join the Discussion Forum for interaction and discussions.
- Register online for events and trips organised by IFEA.
- Get circulars about new rules, regulations and activities that concern the Food Industry.
- Get the digital versions of IFEA's newsletter and Culinary Entrepreneurs Magazine.
- Share visiting cards.

In future, a Buying and Selling feature is being enabled on the Application.

For Suppliers and Service Providers to the Food & Hospitality Industry, the Application offers an ideal way to advertise, announce events and product launches, and connect with the industry members.



Culinary Education & Enterprise Development Association (CEED), a non-profit organisation registered by the Founders.



Culinary Education
& Enterprise Development
Association (CEED)



The food industry has immense potential to generate employment for the educated unemployed, semi-skilled workers, women and the differently-abled if they are given sector-specific vocational education, training or skill development opportunities.

Culinary Education & Enterprise
Development Association

(CEED) has been incorporated with the following objectives:

* Skill Development Programmes for the regional development of Human Resources that will also address the skill gap in the food processing, hospitality, food service, catering and tourism sectors.

* Provide a platform for

knowledge sharing, networking and collaboration among members of the food & hospitality industry.

* Encourage hotels to use socially, environmentally and economically sustainable practices.

* Raise awareness about the importance of sustainable agriculture, aquaculture and food production. .



* Support micro scale food entrepreneurs like home chefs / bakers/ chocolatiers and owners of standalone restaurants, cloud kitchens and small self-sustaining family-run food businesses.

* Promote food & tourism enterprises in rural, pastoral and tribal areas.

* Organise knowledge events like seminars, conferences and workshops.

* Provide and develop platforms for food items from tribal groups, fishers, honey collectors, marginalised farmers and pastoral people .

*Provide a platform for women empowerment through food festivals.



* Support culinary tourism, heritage tourism and rural

tourism.

* Encourage connections

between quality suppliers and Horeca enterprises.



Women food entrepreneurs met G20 participants at Gandhinagar



Home chef festival at Radisson Blu

Culinary Entrepreneurs Magazine

CULINARY ENTREPRENEURS is an RNI-approved magazine that provides visually rich and well-written content for culinary entrepreneurs and professionals.

The magazine's readership encompasses the most influential industry decision-makers:

- Corporate and Executive Chefs
- Hotel General Managers
- Food & Beverage Managers.

- QSR Multi-Unit Owners
- Independent Restaurant Owners.
- Public and private cafeterias
- Caterers
- Food Court and Cafeteria operators.
- Food bloggers and influencers.
- Home-based entrepreneurs like home chefs, home bakers and chocolatiers.
- The Allied Sector that procures and supplies products and services to the food and hospitality industry.

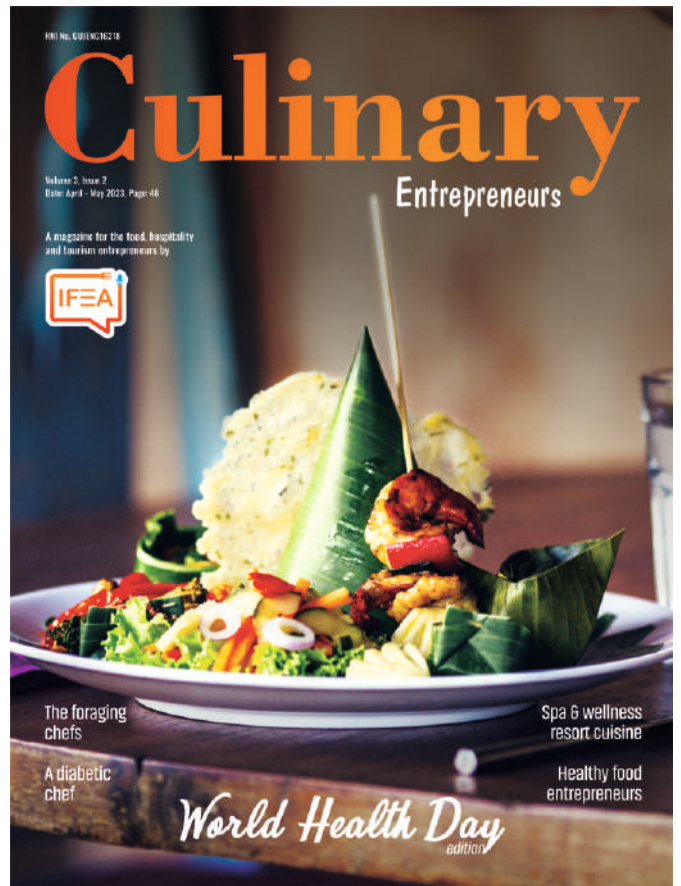
The digital and RNI-registered print versions of the magazine

are circulated free to members. This, together with the variety and depth of stories ensure a loyal and engaged readership.

The magazine contains:

- Inspirational stories of food entrepreneurs and chefs.
- Timely, relevant and substantive cover stories.
- A variety of articles with indepth analysis.
- Articles covering new and upcoming trends in the food and hospitality sector.
- Information about innovative products and services for the food and hospitality sector.
- Recipes.

The magazine has published personal interviews of several well-known star chefs and award-winning restaurateurs from across continents.



Get all the
 Recipes for Success
 in the food industry
 with
ifea
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GROCERIES
 MITHAI
 Confectionery
 DESSERTS
Heritage hotels

ICE CREAM
 HOMESTAY

IFEA Founders



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If you are a food entrepreneur,
 enroll for free membership and
 magazine subscription

To become IFEA member,
 scan QR code