

Culinary

Entrepreneurs

Volume 4, Issue 6
Date: November - December 2024, Page: 52

A magazine for the food, hospitality
and tourism entrepreneurs by



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enterprises

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businesses**

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cafe in Arunachal

A Cuban café
entrepreneur

A café
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PHOTOS COURTESY

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CULINARY ENTREPRENEURS RNI NO

GUJENG16218

DESIGNED BY

 upclues

www.upclues.com
Mo.: +91 97 245 48 027

CULINARY ENTREPRENEURS

English Magazine

Volume 4, Issue 6
Date: November - December 2024

FREQUENCY
Monthly

PRICE
Free of cost (For FEA members only)

OWNER, EDITOR, PUBLISHER AND PRINTER
Anil Mohan Mulchandani, Ahmedabad

PUBLISHED AT

113 Kamdhenu Complex,
Opp Sahajanand College,
Panjarapole Crossroad,
Ambawadi, Ahmedabad- 380015
Cell: 9426089801

PRINTED BY

Yagnesh Vishnuprasad Pandya at
Printing Press: Print Vision Pvt. Ltd.,
Nr. Ambawadi Bazar, Ahmedabad

Editorial



It has become increasingly important for hoteliers, restaurateurs and caterers to stay abreast of new trends in the beverage industry. The beverage enterprises are embracing new technologies and flavours to bring out a diversity of new offerings. Consumer demands include functional drinks, probiotic dairy, reduced sugar in drinks, low-calorie drinks, wellness and health options in beverages, protein drinks and interesting new infusions, flavours and botanicals. Drink brands are looking at using natural sugars and super-food ingredients in their drinks. Consumers of tea and coffee are also becoming conscious about traceability, origins, fairtrade, sustainability, the benefits of organic products, plant-based drinks, and decaf drinks. In this issue, we look at a few beverage entrepreneurs who are bringing out new products.

The future of food is fast becoming the focal point for discussions. We have articles about an organic food store in Nepal, a social enterprise community-centric café in Arunachal, and a food tech company making alternative foods for those with allergies and intolerances.

With this issue we wish all readers a Happy New Year.



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Betting Big On Beverages

The beverage industry manufactures drinks and ready-to-drink products. We look at some Indian beverage entrepreneurs who have launched new products in the market.



Siddharth Saraf, co-founder of Vaum Tonics

The trend for botanical drinks in India is rising, driven by increasing awareness and exposure to various global trends. The Indian youth today is very well-travelled and has experienced multiple food & beverage trends. We see consumers gravitating towards natural, low-calorie options. There is also a growing interest in mixology, with botanical drinks used to create sophisticated, health-conscious cocktails and mocktails.

The inspiration to start Vaum Tonics stemmed from a desire to offer a healthier, more innovative alternative to traditional beverages

in India. We noticed a gap in the market for low-calorie, botanically infused drinks that cater to health-conscious consumers without compromising on taste. While there are multiple fruit-based drinks in India, none of them are botanical forward – which opens up a whole new flavour profile. This vision, combined with a passion for creating unique flavour profiles, led to the birth of “Vaum”.

Vaum Tonics stands out due to its unique blend of botanicals, low-calorie content (under 25 calories per serving), and the use of natural ingredients. Unlike traditional tonics that often rely on natural-identical or artificial flavours and high sugar content, our products prioritize health and authenticity. Each blend



is carefully crafted to provide a refreshing and sophisticated drinking experience, whether enjoyed on its own or as a mixer. We pioneered a range of botanical forward waters in India. These are quinine-free.

Popularizing a new beverage brand in a competitive market like India posed several challenges. One major hurdle was educating consumers about the benefits of botanical waters and low-calorie drinks. We are working through this through robust marketing campaigns, collaborations with influencers and mixologists, and participating in food and beverage events. Additionally, we offered tasting sessions and leveraged social media to build a loyal customer base.





Our top products include:

Mango Fig Botanical Water is our flagship product, celebrated for its delicate balance of botanical extracts and refreshing notes of Mango and Fig leaves. It's a versatile drink that pairs well with various spirits or can be enjoyed alone. It is non-pulpy, thus making it a great standalone flavoured soda or a mixer to make clear cocktails.

The Classic Indian Tonic Water:

This is all-time favourite tonic, but our variant has lower sugar – thus making it dry on the palate. This tonic has become a favourite

amongst Gin lovers, as it really brings out the flavour notes of the Gin without overpowering it.

Cucumber & Mint Tonic:

A refreshing blend that is perfect for a hot day, this tonic is popular for its crisp and cool flavour profile. Our future plans include expanding our product line to introduce new and exciting flavours, as well as increasing our presence in both domestic and international markets. We are also exploring collaborations with leading bars and restaurants to integrate Vaum Tonics into their beverage offerings. Additionally, we aim to focus on sustainability by

adopting eco-friendly packaging solutions and supporting local communities involved in the sourcing of our ingredients.





Akshay Kedia,
Co- Founder at Nothing
Before Coffee (NBC)

I started this brand in 2017 to address a gap in the Jaipur market for a place that served authentic, brewed coffee at an affordable price. As Jaipur was rapidly urbanizing with a growing young millennial population, NBC team noticed the

lack of a coffee spot that resonated with both the younger and the older generations. This vision led to the establishment of NBC, which quickly grew into a popular and expanding coffee chain with over 60+ outlets across India and one in Portugal, Europe.

We positioned NBC as a mass-premium brand that provided quick service and authentic brewed coffee. The brand's success was fuelled by a strategic expansion plan, rapidly growing to over 60 outlets across India, supported by a robust franchise model. NBC's innovation in product offerings, such as unique Shrappe which set the brand apart from competitors and helped build a loyal customer base.

NBC faced the challenge of helping consumers understand the diverse world of coffee. With a market often

unfamiliar with the subtleties of different coffee blends, mixes, and flavors, NBC focused on informing and engaging potential customers. The company provided detailed explanations of various blends, flavors, and brewing methods, allowing customers to make more informed choices. By encouraging customers to explore and experiment with different coffee types, NBC successfully aroused their interest and fostered a greater willingness to try new things. This approach not only enhanced customer engagement but also helped NBC build a deeper connection with its audience, leading to increased enthusiasm and loyalty toward the brand.

NBC is set to expand its global footprint significantly over the next three years, with plans to open 400 new outlets worldwide. This





ambitious expansion includes establishing 150 new locations across Europe, following the successful launch of its first outlet in Portugal. Upcoming openings are planned for dynamic markets such as Dubai, Spain, and Indonesia, reflecting NBC's commitment to becoming a prominent global brand. This international growth, coupled with a strong presence in its home country, highlights NBC's dedication to reaching new markets and achieving substantial growth.

Among the standout selections are Creamy Shrappe, Caramel Shrappe, Hazelnut Shrappe, Lotus Biscoff Shrappe, alongside Iced Vanilla, and Iced Mocha. The "Shrappe" is particularly notable as NBC's trademark product, blending

elements of both a frappe and a shake to create a distinctive and refreshing beverage experience. Complementing these are other refreshing choices like Iced Vanilla, Iced Mocha, Nutella Shake, Brownie Shake, and Red Velvet Shake.

NBC's commitment extends beyond product innovation to creating memorable customer experiences, including events like "Paint with Espresso," stand-up shows, and pizza-making workshops, which foster a vibrant and inclusive atmosphere at their outlets. The company's strategic expansion through franchising in Tier-1 and Tier-2 cities in India, along with international ventures like its first outlet in Portugal, showcases its global ambition and dedication to

sharing Indian coffee culture worldwide. NBC also emphasises a strong connection with its customers through marketing campaigns, special promotions, and environmentally conscious initiatives like distributing plants on Environment Day. Technologically, NBC enhances convenience with a continuously improving app that





offers reward points and loyalty cards, reducing the hassle of queues. This comprehensive approach, grounded in a customer-centric philosophy, innovation, and community engagement, sets NBC apart and solidifies its position as a beloved and trusted brand in the coffee industry.

“Nothing Before Coffee” (NBC) carefully pairs its food offerings with coffee to enhance the overall customer experience. The menu is designed to complement the flavors and characteristics of their diverse range of beverages, ensuring that each pairing brings out the best in both the coffee and the food. NBC focuses on offering items that align with the preferences of their target audience, including both light snacks

and more substantial combos that are popular among coffee drinkers. For instance, their menu includes items like garlic bread, pizza, and desserts, which are commonly enjoyed with coffee. These items are selected to complement the rich, bold flavors of their brewed coffee, as well as their innovative beverages like the “Shrappe.” The goal is to create a harmonious balance between the food and the coffee, enhancing the taste experience for the customer.

Trends

Globally and in India, coffee is increasingly becoming the primary beverage of choice for many, overtaking traditional favorites like tea. This shift reflects a broader

trend where coffee consumption is rising as people seek more variety and new experiences in their daily routines. Consumers are showing a growing interest in experimenting with diverse blends, mixes, and flavors, leading to a surge in innovative coffee offerings. This trend is driven by a desire for fresh, dynamic options that fit into fast-paced lifestyles. In India, coffee culture is evolving rapidly, with more people starting their day with coffee rather than tea or other beverages. Coffee shops are responding to this shift by offering unique and diverse menu items to cater to the evolving tastes of their customers. This includes a rise in specialty drinks and creative blends that appeal to adventurous palates. As consumers seek out novel coffee experiences, coffee shops are increasingly introducing innovative offerings and customizing their menus to meet the growing demand for unique and personalized coffee experiences.

The growing consciousness around health, wellness, sustainability, the environment, fair trade, and veganism is profoundly reshaping the coffee business.



Aditya Ishan Varshnei, LB Brewers (Maka Di and Borecha)

Ishan Varshnei is the visionary behind Latamarcem Brewers, renowned for its innovative approach to brewing beer and kombucha.

You know, the genesis of Latamarcem Brewers really taps into this deep-rooted passion my brother Anish and I share for not just brewing, but redefining beverages in a way that resonates with the Indian palate. This journey kicked off when my personal tryst with homebrewing in the US was met with the stark realization of the kombucha void back home in India. It was both shocking and motivating for me. So, driven by a vision to fill this gap, I threw myself into brewing

kombucha, aiming to introduce a healthful, probiotic-rich beverage that Indians wouldn't just accept, but actually love.

Bringing Anish into the mix was a game-changer. Fresh from the Culinary Institute of America, his refined palate and creative zeal truly set the stage for innovation.

Together, we embarked on this mission to craft not just any kombucha, but something extraordinary - that's how Borecha was born. Our adventures in brewing melded tradition with innovation, leading to a lineup of low-sugar, probiotic beverages that were an instant hit. The success of Borecha was really the spark we needed to delve deeper into the beverage world.

Fueled by the love and support for Borecha, we ventured into the craft beer scene with the launch of Maka Di, focusing on unique, premium, yet accessible artisanal beers. It's been an incredible journey from those initial homebrew experiments to creating beverages that stand at the intersection of health, taste, and tradition. That fusion of passion, innovation, and an unwavering commitment to quality - that's what Latamarcem Brewers is all about. It's more than just brewing; it's about creating experiences that celebrate our roots while embracing change and diversity in tastes.

Absolutely, launching a health-forward and functional beverage line, like our kombucha, in India introduced us to several challenges, especially given the novelty of such products in the market. The Indian consumer base has historically gravitated towards commercially available refreshments that are mass-produced and more affordable. This background made the introduction of a niche, premium-priced product like kombucha a significant hurdle, primarily due to its unfamiliarity and the inherent costs of premium, natural



ingredients and complex manufacturing processes.

To navigate these obstacles, we embarked on a comprehensive education campaign. It was crucial for us not just to introduce our product, but to underscore the importance of a health-oriented lifestyle. We engaged in targeted marketing efforts, teamed up with health influencers, and organized sampling events to give consumers a first-hand experience of the unique

taste and health benefits our beverages offer.

Addressing product stability was another major challenge, particularly achieving a stable shelf life at room temperature across India's varied climates. Our R&D team dedicated themselves to refining our brewing and preservation techniques, ensuring our beverages maintained their high quality and effectiveness without necessitating refrigeration.

By prioritizing education, product stability, and uncompromising quality, we've successfully carved a niche for our functional beverages in the market. Overcoming these hurdles has not only enabled us to build trust with our customers but also to educate them on the benefits of opting for healthier choices, even at a premium.

At Borecha, our leading product is the Mango Kombucha, a low-sugar, probiotic beverage that has quickly become a customer favorite. Its



popularity isn't just due to its refreshing flavor but also the multitude of health benefits it provides, making it a standout product in our range.

The foundation of our Mango Kombucha is a carefully selected blend of Assam and Darjeeling teas, known for their rich flavors and health-promoting properties. This choice of teas not only offers a unique taste but also contributes to the beverage's health benefits, such as boosting immunity, supporting digestion, and promoting healthy skin. Each serving is packed with 1.5 lakh CFU of patented probiotic strains, including *Komagataeibacter* sp. *borechae* and *Acetobacter musti*



borache FIZZI, delivering a strong probiotic benefit with each sip.

Our kombucha also features our proprietary F.A.B. GUT culture—a blend of adaptogens and natural herbs like Indian Gooseberry, Licorice Root, Haritaki, and Bibhitaki. This combination is designed to improve gut health by soothing the gut lining, enhancing digestion, and supporting overall gut flora, thereby improving nutrient absorption and bolstering the body's defense mechanisms.

While the Mango variant leads our product line, we also offer other flavors like Rose Litchi, Sicilian Lemon & Lime, and Hawaiian Passion Fruit. Each flavor is crafted



to offer a unique tasting experience while maintaining the gut health benefits that our kombucha is known for. This harmonious blend of exquisite flavors, health benefits, and natural ingredients positions our probiotic kombucha as a cornerstone of Borecha's offerings and a favorite among our customers.

We are excited to share that our innovative offerings are expanding, including a unique throwback with the launch of our Bun-taa! Series. This range reimagines classic Indian sodas like Basil Shikanji, now invigorated with our powerful F.A.B. Energy blend for a refreshing, natural boost. Sans sugar but packed with functional adaptogens,

it's a trip down memory lane with a modern twist, offering a revitalized way to relive your cherished childhood flavors.

In addition to this, we are thrilled to announce a ground-breaking limited edition tea beer in partnership with Taiwan's Jim and Dad's Brewing Company. This collaboration has birthed "Oo-Long Time, No See!", a Belgian-style wheat beer fusion that marries the meticulous craftsmanship of Taiwanese tea culture with the rich heritage of Belgian brewing. Utilizing Xiangzhuang Red Oolong tea from the famous Zhengfu Tea Garden, this innovative brew captures the essence of both worlds, offering a smooth, refreshing taste accompanied by the aromatic subtleties of premium Oolong tea. Further expanding our airline beverage selection, Air India passengers will soon enjoy our Borecha line of functional drinks, including a specially formulated probiotic kombucha. This initiative ensures that Air India travelers can experience the wellness and



refreshment our Borecha drinks offer, even while soaring above the clouds.

Trends and tips

As the ones steering LatamBarcem Brewers, we, Anish and Ishan, recommend a few strategies for bars, cafes, and similar venues looking to introduce or enhance their range of functional beverages. First off, it's crucial to have your staff well-versed in the benefits and unique aspects of these drinks so they can confidently guide your customers. Prominently featuring the health perks on your menus and

online platforms can draw in a health-conscious crowd. Get creative by integrating these beverages into signature cocktails or offering samples to tempt patrons into trying something new. Seasonal flavors can add excitement to your menu, while partnerships with local brands deepen community ties. Consider hosting wellness events to create deeper engagement, and use social media for showcasing your offerings and gathering feedback. Lastly, proper storage is key to maintaining your beverages' quality.



TEA ENTREPRENEURS

Tea has undergone a major transformation to become a lifestyle product with consumers exploring trends like wellness, sustainability, iced-teas and cold brews, innovative mixology, instant premixes, technologies like smart thermoses and cups, functional drinks, etc. From Japanese to Indian teas, there is a variety now available around the globe. We look at a few brands.



Briana Thornton, Aesthete Tea

The inspiration behind starting Aesthete Tea stemmed from a desire to blend the rich, diverse cultural heritage of herbalism with modern lifestyle needs. As a Native American and Black woman, the principles of natural healing and community were integral to my upbringing. The vision was to create more than just a tea company—to build a community hub that celebrates and educates on sustainable and mindful living, rooted in the wisdom of my ancestors. Thus, Aesthete Tea is a community-focused, woman-owned tea company.

Aesthete Tea was developed by merging my background in the arts and curation with my mother's expertise in herbalism and plant

medicine. This unique combination allowed us to create a tea company that stands out through its authenticity and commitment to quality. Our approach has always been hands-on, from selecting ethically sourced ingredients to crafting unique blends that reflect traditional herbal wisdom.

Starting out, the biggest challenges were financial constraints and establishing a trusted brand in a competitive market. We overcame these by focusing on grassroots marketing strategies, building a strong online presence, and leveraging community events to spread word-of-mouth. We also maintained high standards of product quality and customer service, which helped build a loyal customer base.



Aesthete Tea distinguishes itself through its commitment to authenticity, quality, and sustainability. Unlike many retailers, we ensure that our teas are not only organic but also ethically sourced, respecting both the environment and the laborers. Our blends are unique, often incorporating lesser-known herbs that reflect a true fusion of African, Native American, and Celtic herbal traditions.

Sustainability practices for tea entrepreneurs

For tea entrepreneurs, I advocate for practices such as sourcing ingredients from organic farms, utilizing biodegradable packaging, and reducing carbon footprints throughout the supply chain. It's also vital to build relationships with growers to ensure that sustainable



and fair trade practices are upheld, fostering a healthier planet and community.

Top products

Our flagship products include our Golden Milk blend, celebrated for its anti-inflammatory properties, and our Tabula Rasa blend, which is crafted to support both physical and spiritual well-being. Tabula Rasa is designed to aid in healing the heart, releasing negative energy, and inviting positivity into your life.

Moving Forward

Moving forward, we are excited to broaden our educational outreach by adding more workshops and partnering with wellness experts. We also plan to boost our digital footprint by providing an array of online resources, including brewing

tutorials and herbalism webinars. Additionally, having recently embraced motherhood in January, we are inspired to develop a new line of teas specifically tailored for mothers and babies, focusing on blends that support pregnancy, breastfeeding, and postpartum recovery.

Tips for cafes and tea shops

The future of tea businesses lies in authenticity and experiential offerings. Consumers are increasingly seeking genuine stories and health-conscious products. For cafe and tea lounge owners, my tip is to create immersive experiences that educate consumers about the tea's origin, benefits, and best brewing practices. This not only enhances customer satisfaction but also builds a knowledgeable tea community.

One of our cherished pairings features our La vie en Rose tea alongside Wild Child wine from Suzor Wines, a fellow Oregon-based brand and dear friends of Aesthete. Suzor Wines shares our commitment to sustainability and quality, making this pairing a delightful harmony of local flavors and shared values.





Shota and Celia, Senbird Tea

Senbird offers the Japanese tea experience with an eco-friendly approach that is also zero waste. We share a deep-rooted passion for tea after growing up with a family of tea lovers. We always found solace and tranquility in the daily ritual of sipping tea together, which has become a core part of their wellness-focused lifestyle.

Often traveling to Japan to visit family, we have tasted first-hand the exceptional quality and diversity of Japanese teas available. We came to realize the contrast in what was available back home in the United States. This prompted us to embark

on a life-altering journey directly to the source of Japan's finest teas – the passionate tea farmers themselves. During our visits, we not only developed a deep appreciation for the art and traditions of tea making but also formed lasting bonds with these family farms who poured their heart and soul into every batch of tea.

It was from this unwavering commitment and respect for the traditions of tea-making that Senbird was born.

Yes, we certainly faced challenges when starting Senbird. One of the biggest hurdles was sourcing high-quality teas directly from small, family-owned farms in Japan while maintaining consistency and sustainability. Since these farms operate on a smaller scale, ensuring reliable supply chains was critical. We overcame this by building strong relationships with the farmers, visiting them frequently, and fostering mutual trust. Their dedication to their craft inspired us to honor their hard work and deliver their exceptional teas to our customers. We also worked on educating ourselves on every aspect





of the tea industry to ensure that our offerings were authentic and in line with traditional Japanese tea culture.

At Senbird, we pride ourselves on offering premium, authentic Japanese teas sourced directly from small family farms in Japan. Our teas are 100% organic, JAS certified, and non-GMO, ensuring the highest quality and sustainability. We emphasize traditional production methods and small-batch processing to preserve the unique flavors and health benefits of each tea. We offer

a wide variety of Japanese teas to provide an authentic tea experience that reflects Japan's rich tea culture. We go above and beyond to provide exceptional customer experiences, including personalized touches like handwritten notes in packages and tailored tea recommendations based on customer preferences.

Our commitment to quality, authenticity, sustainability and outstanding customer service distinguishes Senbird from other tea producers.

Our top teas include Sobacha Aiji,

Matcha Otome, Genmaicha Tsukimi & Suzu, and Sencha Hatsuzumi

Sobacha Aiji (Buckwheat Tea):

Sobacha Aiji is our all-time best seller, known for its unique nutty flavor, naturally caffeine-free nature, and versatility; it is great cold brewed as it is hot brewed.

Matcha Otome (Ceremonial Matcha):

Our ceremonial Matcha Otome is popular for its superior quality and versatility, ideal for traditional tea ceremonies and mixing in all drinks and baked goods.

Genmaicha Suzu (Brown Rice Green Tea):

Genmaicha Suzu is a traditional blend of brown rice tea with classic sencha green tea and what sets our Genmaicha apart is that we also blend in matcha

Genmaicha Tsukimi (Brown Rice Tea):

Our Genmaicha Tsukimi is a newly released tea that quickly became a customer favorite and is





even one of our best sellers now. It is unique because unlike traditional Genmaicha, it is purely brown rice tea. You can drink it by itself or mix it with your green tea, brew it hot or cold.

Sencha Hatsuzumi (Classic Green Tea): And of course our Sencha Hatsuzumi. The classic green tea that represents the essence of traditional Japanese tea. Ours is deep steamed making it savory and full bodied with exceptional natural sweetness. These teas embody the unique qualities and versatility that set

Senbird apart. Each tea offers distinct flavors, health benefits and superior quality, crafted to provide an authentic and exceptional tea experience, while reflecting the rich heritage of Japanese tea culture.

At Senbird, sustainability and ethical sourcing are central to our mission. We've integrated eco-friendly practices across our operations, starting with our refillable tea tins made from 100% recycled aluminum, which minimize waste while providing long-lasting storage for our customers. We also work to reduce our carbon footprint by

sourcing locally within Japan and forming long-term partnerships with family-owned tea farms. These relationships are built on trust and transparency, ensuring that our farmers are paid fairly for their labor while preserving the centuries-old traditions of Japanese tea-making. By prioritizing these values, we offer authentic, pesticide-free teas while safeguarding both the environment and the communities we work with.

We collaborate closely with tea planters, artisans, and vendors to maintain the highest standards of





quality and sustainability in every step of the process. Our relationships with family-owned tea farms are built on trust and mutual respect. We frequently visit these farms in Japan to observe their traditional methods and ensure that the teas are grown using sustainable, chemical-free practices. By working directly with the farmers, we gain a deep understanding of their cultivation techniques, allowing us to select the finest teas that align with our commitment to authenticity and quality.

Sustainability

Promoting sustainable teas and food products requires a collaborative effort from government authorities, the industry, and consumers.

Government authorities should implement and enforce regulations that support sustainable farming

practices, provide incentives for organic and eco-friendly farming and production, and invest in research and education on sustainable agriculture.

The industry needs to adopt sustainable and ethical sourcing and production methods, prioritize transparency, invest in sustainable technologies and practices and educate consumers on the benefits of sustainable products.

Consumers play a crucial role by making informed choices, supporting sustainability by choosing organic and environmentally responsibly sourced products, reducing waste, and advocating for sustainable practices.

Together, these efforts can help create a more sustainable and environmentally friendly tea and food industry.



Tips for cafes and tea shops

For tea lounges, cafes, and tea rooms looking to stay ahead of trends, it's important to focus on a few key areas. First, there's a growing demand for unique and artisanal teas, so offering a range of premium, single-origin teas like Japanese matcha, sencha, and genmaicha can help set your menu apart. Consumers are also increasingly interested in health and wellness, so highlighting the health benefits of different teas, such as antioxidant-rich green teas or calming herbal blends, can resonate with your clientele.

In terms of recipes, experimenting with tea-based drinks like matcha lattes, tea mocktails, or cold brew teas can attract a broader audience. Pairing teas with small bites or desserts—such as wagashi or matcha-flavored pastries—can elevate the customer experience. Sustainability is also a major trend, so emphasizing eco-friendly packaging, sourcing, and refillable options can appeal to conscious consumers. Ultimately, staying flexible and creative with your tea

offerings while focusing on quality and sustainability will help your establishment stand out in a competitive market.

Technology

The tea service industry is being positively influenced by a range of new technologies that enhance both customer experience and operational efficiency. Smart thermoses and mugs are increasingly popular, allowing tea drinkers to maintain the perfect temperature for their tea throughout the day. These devices often come with companion apps that allow users to set and monitor

temperatures remotely, ensuring optimal enjoyment of each brew. For tea lounges, cafes, and tea rooms, ecommerce and digital platforms are also playing a significant role. Online ordering systems, loyalty apps, and even virtual tea tastings allow businesses to expand their reach and engage with customers in new ways. AI-powered chatbots and recommendation engines on ecommerce sites further streamline the purchasing process, offering tailored suggestions for new products based on previous customer behavior.





Bala Sarada, Founder & CEO, VAHDAM® India

With a family legacy of over 90 years in the tea business, I had a strong connection to the industry. Being the fourth generation involved in running a tea business, I was well-acquainted with its potential. A pivotal moment came during a visit to our family's holiday home in Darjeeling, where I encountered the world's finest teas and engaged with industry veterans, tea growers, and customers. I decided to join my family's enterprise for a couple of years. During this period, I identified significant gaps and observed the absence of a home-grown brand that

could effectively address these issues.

I founded VAHDAM® India as a direct-to-consumer online tea brand in early 2015 at the age of 23. Our mission was to disrupt the 200-year-old global supply chain by sourcing directly from 150 farms across India and eliminating unnecessary middlemen. This vertical integration empowered us to ensure the highest quality teas and spices while maintaining complete control over the entire supply chain.

Recognizing the gap in the market, I saw an opportunity to bring India's finest teas and spices directly to global consumers, ensuring unmatched freshness by cutting out middlemen.

We launched VAHDAM® India as a digitally native brand, reaching over 50 countries in our first year. Our focus on quality was paramount; we sourced products directly from finest gardens and packaged them garden-fresh at our state-of-the-art facility in India.

Initially centered on tea, we expanded into spices category. Sustainability and ethical practices were integral to our operations, with climate-neutral and plastic-neutral initiatives and our 'TEACH Me' program supporting the education of tea growers' children. Continuous innovation, including functional drinkware and new product lines, ensures we meet evolving consumer needs while staying true to our roots. This



journey reflects the fusion of traditional heritage with modern entrepreneurship, making a meaningful impact on our farmers and customers alike.

One of the major hurdles was building trust and credibility among consumers in established markets like the US and Europe. Many consumers were accustomed to established brands with long histories, so gaining their trust required consistent delivery of exceptional quality products and transparency in our sourcing and operations.

Another significant challenge was setting up a strong distribution network. We opted for a direct-to-consumer model initially, leveraging digital platforms to reach customers worldwide. This approach allowed us to bypass traditional distribution channels, ensuring our products reached consumers fresher and more efficiently.

Lastly, evolving as a brand to meet the ever-changing consumer preferences was crucial. We continually adapted our offerings and strategies based on consumer feedback and trends, expanding beyond tea into spices and other



wellness products to cater to diverse consumer needs.

To overcome these challenges, we focused on quality, innovation, and customer-centricity. By sourcing directly from farms, eliminating middlemen, and investing in digital marketing and e-commerce infrastructure, we were able to establish VAHDAM®India as a trusted brand known for its quality, sustainability, and commitment to Indian heritage and wellness.

Our selection of teas encapsulates the rich tapestry of Indian tea and spice culture. Featuring single estate first and second flush teas from prestigious gardens in Assam, Darjeeling, and Nilgiri—such as Giddapahar, Badamtam, Jungpana, Margarets Hope, and more—we offer

an authentic taste of India's diverse terroirs. Complementing these, our globally celebrated unique blends span green teas, herbal teas, chai teas, oolong teas, iced teas, and black teas. These blends are a harmonious fusion of Indian teas and spices, providing a sensory journey into the heart of India's vibrant tea culture.

Additionally, our curated assortment and gifting boxes allow enthusiasts to explore an array of flavors, while our drinkware and accessories enhance the overall tea-drinking experience. At VAHDAM India, each product reflects our commitment to quality, authenticity, and the celebration of India's tea heritage.

VAHDAM® India distinguishes itself from other tea companies through



its commitment to direct sourcing, ensuring teas and spices are obtained straight from the finest gardens. This approach guarantees freshness and supports fair pricing for growers.

Our emphasis on quality is evident as all products are sourced shortly after harvest, packaged at our BRC-certified facility to maintain peak freshness, and delivered directly to consumers worldwide.

We prioritize quality and sustainability, using plant-based PLA pyramid-shaped tea bags that are environmentally friendly and allow the tea leaves to fully unfurl for a superior infusion. VAHDAM® India is committed to being climate-neutral and plastic-neutral, reflecting our dedication to eco-friendly practices. As a certified B Corp, we uphold the highest standards of social and environmental performance, transparency, and accountability.

Our global footprint spans over 150 countries, underscored by recognition at esteemed events like the Oscar and Emmy awards' Goodie Bag and endorsements from renowned figures such as Oprah Winfrey and Ellen DeGeneres, affirming our commitment to excellence in wellness teas

VAHDAM® India is committed to promoting Indian teas and ingredients on a global scale through various strategic initiatives.

Central to our approach is direct sourcing from Indian plantations and cooperatives, ensuring both the quality of our products and fair compensation for farmers. We emphasize education and awareness, sharing the health benefits and cultural richness of Indian teas and superfoods through extensive online content and social media engagement.

Culturally, we celebrate India's diverse tea heritage by curating collections that showcase regional specialties and unique blends, aiming to introduce these flavors to a global audience. Sustainability is a cornerstone of our operations, evidenced by our certifications as a Climate Neutral and Plastic Neutral Brand and our commitment to eco-friendly practices throughout our supply chain. We continually expand our product offerings and reach new markets, ensuring that the excellence of Indian teas and ingredients is recognized and appreciated worldwide. Through our CSR initiative 'TEACH Me,' 1% of our revenue is contributed towards the education of growers' children.

Since its inception, VAHDAM® India has achieved remarkable success and garnered significant recognition



in the global marketplace. We have successfully introduced India's finest teas and superfoods to over 130 countries, establishing a strong international presence and becoming a trusted brand among consumers worldwide. Our commitment to quality and sustainability has been recognized through certifications as a Climate Neutral and Plastic Neutral brand, reflecting our dedication to eco-friendly practices.

Endorsements from influential figures like Oprah Winfrey, Ellen DeGeneres, and Mariah Carey have further validated the superior quality of our products. Inclusion in prestigious events such as the 2022 Oscars Goodie Bag has elevated our brand's visibility on a global scale. We take pride in our direct-to-consumer model, which ensures freshness and supports fair

compensation for Indian farmers by eliminating middlemen. Moreover, our continuous innovation in tea blends, wellness products, and sustainable packaging solutions demonstrates our leadership in the industry. Through our CSR initiative, 'TEACH Me,' we contribute to the education of children in tea-growing communities, making a positive impact on social development. Overall, VAHDAM® India's achievements underscore our commitment to excellence, sustainability, and promoting the rich heritage of Indian teas and ingredients worldwide.

We aim to emerge as India's foremost homegrown brand, showcasing India's finest teas and wellness products worldwide. Our success strategy revolves around strategic partnerships with renowned brands and securing organic endorsements from celebrities.

We have also prioritized establishing a robust international presence, with our trademark registered in over 50+ countries and successful entry into key markets like the US, UK, Canada, and UAE.



Our products are now available in more than 5,000 stores worldwide, ensuring local accessibility. Additionally, our online footprint spans over 150 countries, leveraging 25+ online marketplaces.

Looking forward, we aim to further enhance our offline presence to complement our strong online footprint. Initiatives such as exclusive stores and partnerships with retail giants will create immersive customer experiences that reflect the essence of VAHDAM® India globally. This approach will enable us to engage directly with customers, offer personalized service, and showcase our extensive product range.

The Cuban

Café

Daniella Senior started Colada Shop in the Washington, DC, market, inspired by her childhood memories growing up in the Dominican Republic and heavily influenced by her Cuban roots. Her focus was spreading Cuban coffee, and the social aspects that come with it, to the community. She talks about her way forward for the Caribbean café.



Starting out

I was inspired to start Colada Shop by my passion for Caribbean culture and my desire to share the vibrant flavors and rich traditions of Cuban cuisine with a broader audience. Growing up in the Dominican Republic, I was deeply influenced by the communal and spirited coffee culture of the Caribbean. I wanted to create a space where people could come together, enjoy authentic Cuban coffee, and experience the warmth and hospitality that is synonymous with Cuban culture.

The other directors of Colada Shop play vital roles in the operation and growth of our business. Each director brings a unique set of skills and expertise to the table, contributing to our success. Their



roles include overseeing operations, culinary development, marketing, and customer experience. Together, we ensure that Colada Shop maintains its high standards of quality, innovation, and customer satisfaction.

Like any small business, we faced challenges in starting the cafe. Introducing a niche cuisine and specialty coffee to a diverse and

competitive market required educating customers about the unique aspects of Cuban food and coffee. There was also the challenge of sourcing authentic ingredients and maintaining consistency in quality. However, through persistent efforts, engaging storytelling, and delivering exceptional experiences, we were able to overcome these challenges and build a loyal customer base.





The theme

Our signature characteristics and design elements include vibrant, colorful interiors that reflect the lively spirit of Cuban culture. The design often features tropical motifs, bold patterns, and hand painted murals. The atmosphere is warm and inviting, encouraging social interaction and community gathering. We stand out from other cafés with our unique blend of Cuban hospitality, authentic cuisine, and a lively, energetic ambiance that transports customers to the heart of Havana.

The food

Our Cuban specialties include traditional items such as the Cuban sandwich, made with roasted pork, ham, Swiss cheese, pickles, salsa verde and mustard on Cuban bread. Other favorites include empanadas, pastelitos (Cuban-style pastries filled with guava and cheese and other classic flavors), and croquetas. Additionally, we offer a variety of Cuban coffee options like the Colada (a strong, sweet Cuban espresso) and the Cortadito (a shot of espresso with a small amount of steamed milk).

Our top dishes and drinks include:

Cuban Sandwich:

This sandwich is a signature item due to its authentic preparation and flavorful combination of ingredients, making it a standout favorite among our customers.

Empanadas:

These are best sellers because of their delicious fillings and crispy exterior, providing a perfect snack or meal option.

Colada:

The strong, sweet Cuban espresso is



a signature drink that embodies the essence of Cuban coffee culture, making it a popular choice.

Cortadito:

This espresso drink with steamed milk is another best-seller, appreciated for its balanced and rich flavor.

events and collaborations that celebrate Caribbean culture. Our long-term vision is to establish Colada Shop as a beloved and iconic brand that represents the best of Cuban hospitality and culinary tradition.



Plans

Our upcoming and future plans include expanding our presence to new locations to bring the Cuban experience to more communities. We aim to innovate our menu with new Cuban-inspired dishes and beverages, staying true to our roots while appealing to evolving customer tastes. Additionally, we plan to enhance our community engagement initiatives, hosting





Tale Of **Two Cafes**

Tenaya Hills, Bunkhouse's Senior Vice President of Design + Development talks about the design of two cafes.

Photos : Nick Simonite, Alex Lau, Kelly DeWitt, Jessica Attie, Jade Hammer and Genevieve Garruppo

MINI MARCHÉ

Nick Simonite

The neighbourhood mini market references Louisville's French origins as well as the fruit stalls of the original Haymarket area dating back to the 1800s, which occupied the surrounding blocks and operated as the largest open-air market for produce in the city. To continue this legacy, Mini Marché is part convenience store, part pop art installation, offering hard-to-find Kentucky provisions and handmade goods by local artisans along with coffee and grab-and-go selections for breakfast and lunch including breakfast sandwiches, salads and fresh produce, or a bottle of natural wine.





Designed by Bunkhouse Hotels in collaboration with ROHE Creative, the visually stunning space is a wave of pop serotonin (think 7/11 run through an Andy Warhol filter) bathed from head to toe in bright yellow with 4x4 white tile, with customized yellow grout to match the banana and smiley motifs found throughout.

Mini Marché houses all sorts of goods, between discovering your favorite jam to exploring a vast selection of snacks, including the addicting house bar snack found at Lucky Penny. The shop also features a rotating variety of cold sandwiches and quick breads.

The Iced Miel Latte is the most popular.





CARPENTER COFFEE BAR

Carpenter Hotel was built on the former site of the Carpenters Local 1266 Union Hall that was built in 1948. The original building serves as the heart and entrance of the hotel, with the meeting hall reimagined as the front desk, coffee bar, and the restaurant remaining as the main gathering place throughout the main floor.

Much of the exterior and interior details were maintained, including the windows, doors, wood veneer, vitrines, etc, while the Bunkhouse



Hotels design team sourced amazing vintage pieces from Austin's Renner Project and Eneby in Nashville to help create more seating areas in the lobby lounge, Carpenter Coffee Bar. Vintage stadium speakers were retrofitted to play music from a

select-your-own vinyl library throughout the 1,100 square feet of space, new millwork features fluted wood cabinetry, and new decorative, mood lighting was added. In creating Carpenter Coffee Bar, the goal was to layer in subtle changes that had



minimal impact on the existing design, but still added a sense of warmth to the space.

The menu highlights Texas' bounty through an AM-menu, including breakfast tacos, pastries, and a full espresso bar, alongside a newer PM menu with a now classic Nitro Espresso Martini and small and large bites to eat.

Carpenter Coffee Bar provides a



convenient and delicious option for hotel guests to grab a morning coffee, night cap, and everything in between, in addition to offering a gathering place for the local community. On top of creating a space that serves F&B, Carpenter Coffee Bar offers various programming throughout the year, from live music happy hours to vintage moving screenings and more, farthing Bunkhouse's



reputation for building memorable experiences rooted in the communities in which they exist.

The signature Ladybird Latte, named after Ladybird Lake here in Austin, is definitely a fan favourite. It's made with house-made orange blossom and rosemary syrup. Our Nitro Espresso Martini is also very popular during happy hour.





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Organic Store In Nepal

Boju Store collects and markets products from independent farmers all around Nepal. Palina Rai tells us about the experience of starting the store.



The idea of the Boju store came about from my extensive travels to remote areas of Nepal.

During these visits I had the opportunity to meet many farming communities and also closely observe our food culture. I realized the potential of the organic products that people of these remote areas are producing but was not reaching the right market with the right value. I felt the need and the urgency to promote these products in better markets of the cities. The name Boju Store (Boju in nepali means Grandmother) also represents the generation of the grandmothers and grandfathers who are preserving the lineage of our indigenous food culture and also the producers of these products.

One of the initial challenges was sourcing reliable and high-quality products. Gaining the trust and faith of customers was another significant hurdle. Additionally, I had limited knowledge of business and finance, and there were very few proper marketing channels available at the time. To overcome these challenges, I built strong relationships with farmers by personally visiting and learning from them. I handled deliveries myself to meet customers, get direct feedback, and build trust. Through an evolving network of mentors and partners, I gained valuable business knowledge



and experience. Over time, the brand's visibility increased significantly through word of mouth, social media, and other media platforms.

All our products are locally sourced directly from producers, ensuring their purity and authenticity. The company is female-fronted, setting an example of women empowerment and entrepreneurship. Our unique brand story reflects the stories of

producers and the places where the products are sourced. We offer a diverse curation of organic products from various parts of Nepal, providing a feel of a traditional haat bazaar.

Some of our top products include local cow ghee, shilajit, mad honey, yangben (edible lichen), kinema (fermented soybean), local cheese, and sukuti (traditional meat jerky). I source these products directly from

producers based in remote areas of Nepal. I maintain long-term relationships with farmers and producers, supported by local representatives who stay in constant touch with them and help coordinate logistics.

One of my proudest moments was starting Boju Store with a humble capital of Rs 5000 and growing it to offer over 65 products. Another significant achievement was representing Nepal as a panelist at the High-level Policy Dialogue on E-Commerce and Digital Marketing: Challenges and Opportunities for Women-led SMEs in South Asia, held in New Delhi in December 2022, organized by the United Nations ESCAP and Enhanced Integrated Frameworks. A particularly fulfilling success story is our support for the incarcerated women of Panchthar





and Ilam district prisons. We regularly provide them with basic hygiene products, books, and recreational activities. Additionally, we market their handmade products through Boju Store, offering them a source of livelihood and highlighting the plight of many women inmates in Nepal.

My future plans for Boju Store include making it a household name in Nepal for authentic organic products. I aim to document and

share the work and life of the producers, along with the rich food culture of Nepal, through compelling stories. By working closely with these communities, I hope to support and enhance their farming practices in meaningful ways. Transitioning to the export industry is a key goal, as I want to establish a stronger presence for Boju Store in international markets. Additionally, I plan to establish my own farm to produce many of the products we market, ensuring even greater quality and authenticity.

Promoting Organic Products

The government can provide subsidies and grants to organic farmers, small-scale producers and small scale marketing brands to implement policies that encourage sustainable farming practices and fair trade, and develop infrastructure for better distribution and market access for organic products. The tourism department can promote organic products as part of the cultural experience for





tourists, collaborate with local organic brands to create authentic, organic food experiences, and support eco-tourism initiatives that highlight sustainable and organic farming practices. Companies can partner with local organic initiatives to source organic and sustainable products, invest in marketing campaigns that raise awareness about the benefits of organic produce, and implement corporate social responsibility (CSR) programs focused on sustainable development and supporting local communities.

I need photos of you, the store, the products etc

Please access the google drive link here.
https://drive.google.com/drive/folders/11_rmPKt0MtKnYf0DxvYAIH06B4g0y5cv?usp=sharing



FOOD Tech

A Voyage for the Future of Food

Adam Maxwell, founder and CEO, Voyage Foods specializes in upcycling underappreciated ingredients including byproducts and discards from other food manufacturing processes into new, delicious, and nutritious products. The company focusses on foods that are vulnerable due to climate change and supply chain instability. They are working on future-proofing ingredients and making flavours accessible even for those allergic to specific ingredients like nuts, cocoa, coffee beans, lactose, etc. He spoke to Anil Mulchandani about their mission.





Adam Maxwell

Founder and CEO

What inspired you to start Voyage Foods?

Cocoa, coffee, and other beloved foods are grown in climate-change endangered regions, so they are contributing to deforestation, and are often products of unethical labour practices. Voyage was founded to replicate our favorite foods in ways that are more affordable, less harmful, friendly to all dietary needs, and every bit as delicious.

The biggest hurdle in the development of our products was building up the flavor of the ingredients we were working with, while reducing any unexpected

characteristics. For example, sunflower kernels are naturally green and have a grassy note, both of which could be perceived as out of place in a nut spread. By treating the seeds in a specific

way, using our proprietary technology, we were able to give the seeds a deep nutty and roasty flavor, analogous to a traditional nut spread.



Was it difficult to promote alternative food products and get acceptability for these unconventional foods?

What was the journey like?



We are still very much on that journey, particularly with cocoa-free chocolate and bean-free coffee. Commodity cocoa and coffee are selling for unprecedented prices, so consumers, restaurants, and foodservice operators are paying more. CPG companies are having to shrink package sizes or use less of these ingredients to keep prices affordable.

We can help these partners manage price volatility and provide supply-chain stability.

Currently, depending on order quantities, our Bean-Free Coffee is more than 40% cheaper than traditional coffee. Our raw ingredients aren't as vulnerable to price fluctuations and supply-chain disruption. That's allowed us to deliver at a mass-market price point from the beginning, and as we scale, our pricing will inevitably come down.



What are the distinguishing features of the company and the products vis-a-vis others in the market?

Accessibility is in our DNA. Our nut-free spreads are more affordable, widely available, and top 9 allergen-free so they're friendly to almost all dietary needs and vegan by default. By using

affordable, abundant, sustainably sourced raw materials our products are future-proof, so we can continue enjoying them forever.

Which are your top products?

Voyage's peanut-free spread has been available the longest. It's the most competitively priced alternative to other nut-free spreads on the market, and tastes far more like the real deal than other alternatives.

Due to the severity and prevalence of peanut allergies, many schools and workplaces in America are now peanut-free, so cafeterias are unable to serve anything made with peanuts or peanut butter and no one can bring in peanut-based foods from home. That makes the market much larger because even people who are not allergic to peanuts are now buying peanut-free spreads if they want their lunchtime PB&J. We are also looking to partner with K-12 school districts, airlines, and other



commercial outlets including restaurants, QSR and airlines.

How do you plan to market the products over a larger geographical area or demographic profile?

We recently partnered with Cargill to provide our cocoa-free and nut-free products to worldwide food brands and manufacturers in the B2B channel. With this partnership, Voyage can multiply our distribution footprint and make a broader global impact. Cargill has the established reach and brand power to bring these ingredients to customers across markets. As of now, Cargill plans to introduce Voyage products beginning in Europe, where companies are highly engaged in carbon footprint optimization, after which they will roll out in other regions.

As we continue to face greater than anticipated consumer and commercial demand for products in B2B, foodservice, and retail distribution channels, we are



expanding our manufacturing facilities and increasing our headcount to deliver on those opportunities.

We need to see this landscape of future-proof foods and ingredients as an opportunity to expand, rather than replace. Looking at Cargill as a model, Voyage's cocoa-free and nut-free alternatives expand Cargill's portfolio and give their customers additional choices. The partnership provides ingredients that are highly functional, delicious, allergy-friendly with no nuts nor dairy in their formulations, and more sustainable.

TIPS FOR HORECA ENTERPRISES

We see multiple trends towards more sustainable, allergen-friendly, and plant-based ingredients. Consumers as well as foodservice and CPG food companies want to address the growing human and environmental concerns of our food system.

Products like these help provide a safe and inclusive environment for people with food allergies and different dietary needs, our tip is to stay open to accommodations and modifications. Products that



are a one-for-one replacement for their traditional counterparts, comparable in taste and application, are easiest for your staff to work with and incorporate into your menu.

Then, promote what you're offering! Include information on the menu and other materials about allergen-free dishes, or tout the improved sustainability like water savings or reduced carbon footprint.



THE INDIGENOUS FOOD CAFE

Cafe photo : Bhargavee Rava/WWF India
Food and team photos: Tashdique Ahmed

WWF's Nishant Sinha when he moved to Dirang as the coordinator for community-based tourism in the middle of 2023 was struck by the stark absence of traditional Monpa food in the eateries and the changing lifestyle of the Monpa community. These concerns led to the starting of Damu's Heritage Dine, a café run by Monpa women at Chug.



Housed in a hundred-year-old abandoned Monpa home, Damu's is supported by the World Wide Fund for Nature (WWF) India, in line with their larger goal of nurturing "community conserved areas", or CCAs. The Monpas, literally meaning the "people living south of Tibet", are an agro-pastoral people residing in western Arunachal Pradesh, primarily the West Kameng and Tawang districts.

Says Nishant, "The inception of Damu's Heritage Dine was driven by a dual objective: preserving traditional Monpa architecture and reviving the community's culinary heritage. The project aimed to repurpose century-old Monpa homes into a fine-dine restaurant, offering a unique dining experience that highlights local cuisine. This initiative was also a response to the encroachment of modern RCC structures threatening traditional buildings and a desire to set an example of how heritage preservation can be economically viable. Through the Chug Community conserved area management committee's involvement, seven women of Chug village formed a group to run the restaurant, demonstrating a commitment to cultural conservation and economic empowerment".



Damu's Heritage Dine offers a variety of traditional Monpa dishes that showcase the rich culinary heritage of the community. Heirloom dishes include Takto Khazi (Buckwheat noodles with local herbs and fermented soybean and chili sauce), Churra Gombu (Corn pie stuffed with fresh churra or fermented yak cheese), Millet Momos filled with meats or greens, Tsa Tsa Thukpa (boiled corn and tangy fish broth with mint), Shya Marku (Yak meat cooked with fresh ginger and local butter), etc. They have created modern variants like buckwheat pancakes with marmalade, millet tacos stuffed with local greens and churra, and a corn tart with oleoresins. These dishes are made using hyper-locally foraged ingredients and traditional methods. "We grew up on foraged foods from the jungles," says Dorji Chhoijom, "But there came a point when we stopped eating our traditional food, instead

relying on food from the markets." Hardy crops like millet, corn and barley are farmed in this area, and edible plants are foraged for food. The community keeps yaks and other livestock. Food is usually preserved, fermented, smoked, or boiled.

Says Nishant, "Damu's Heritage Dine adheres to several key sustainability principles. Firstly, the cafe emphasizes the use of locally sourced, organic ingredients, reducing the carbon footprint associated with food transportation.

Secondly, by focusing on traditional Monpa recipes and methods, the cafe helps preserve and promote the community's culinary heritage. The venture started by seven local women initially, now it has grown to nine, provides them with fair wages and an additional income stream while allowing them to maintain their agrarian lifestyle. The cafe operates on a pre-booking basis, ensuring that the women can balance their work at the cafe with their responsibilities in the fields. Profits are reinvested into the business and community,





supporting future expansions and addressing local needs”.

Damu’s Heritage Dine is modestly promoted through social media platforms like Instagram, attracting tourists interested in authentic cultural experiences. Apart from the café, Chug also offers hand-made paper making workshop and forest walks that tourists can engage in. “By offering a distinctive dining experience in a heritage setting, the cafe aims to draw visitors who value sustainability and cultural preservation,” the women explain. The women involved in Damu’s Heritage Dine have seen significant social and economic benefits.

Until July 2024 Damu has hosted more than 150 tourists, generating a revenue of close to INR two lakh. Through their work at the cafe, the women have gained valuable skills in hospitality, traditional cooking, and business management of

micro-and-small enterprises. The project has boosted the women’s confidence and social standing within the community, demonstrating their ability to successfully manage a business. The women take pride in preserving and promoting their culinary heritage, strengthening their connection to their cultural roots.

THE PILOT MODEL

Damu’s Heritage Dine can serve as a pilot model for future projects by:

- Documenting Best Practices, Experiences and Successes to provide a blueprint for similar initiatives in different regions.
- Introducing products like jams, marmalades, and pickles made from local ingredients can enhance revenue streams and showcase local produce.
- Creating Workshops and Tours:

Offering workshops on traditional cooking and guided tours of the village can attract more tourists and educate them about local culture.

- Collaborating with NGOs, like WWF has provided support and resources for scaling the project of Damu’s.
- Improving Infrastructure: Adding amenities like lighting for the village can improve the overall tourist experience and benefit the entire community.



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