



The Shape of Tastes to Come

By Sharmila Chand

Food and hospitality go hand-in-hand. Now more than ever, tourists and travellers in India are expecting hotels to go above and beyond their expectations and not only provide top quality lodging experiences, but also the best possible food experiences the



given destination has to offer.

“When it comes to hotel stay, a great many leisure travellers in India are not any longer looking for just a place to relax. They want a quality hospitality experience during their stay. In view of the growing foodie culture, guests are now very particular about the quality of the food they are served while travelling. There is a growing demand for healthy, organic and locally sourced options while you are on the move,” stated Chef Naveen Handa, Executive Chef, JW Marriott Hotel Chandigarh.

Let us have a look at some of the key food & beverage trends in 2017 and beyond which are or would be prevailing across the Indian food service industry and are expected to shape the contours of the industry in the times to come. Adopting them can enhance guest experience for the hotels.

Healthy Eating and Artisanal Cocktails

“Eating healthy is gaining momentum in India’s food service industry. Consequently, nowadays Chefs and

mixologists in the country are trying their level best to extract the most out of nature and deliver it to the people seeking more nutritional values in the form of healthy dishes,” asserted Vishrut Gupta, Director of Food & Beverage, Pullman & Novotel New Delhi Aerocity.

“Considering the growing focus on healthier offerings, vegetables will be the centre of attraction in restaurants in India, in 2017. Certain vegetables will get prominence for being particularly rich in nutrients and for being versatile,” opined Handa.

“We can expect to see more veggies and previously discarded leaves or greens, in products and menus of hotel’s restaurants in the near future,” he pointed out further.

Handa predicts that “in the near future, the Indian food and beverage industry will be more specific about the origin and flavour of its offerings with Chefs putting up special menus with ingredients sourced from their own kitchen gardens.” The reason for such an emerging trend, according to him, is a more health conscious customer base.