

Culinary

Entrepreneurs

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A magazine for the food, hospitality
and tourism entrepreneurs by



**Gastronomic
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**Indian
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*Art Hotels
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A light seafood soup was a favourite of President Franklin Roosevelt. Here, he is lunching with Katharine Hepburn.

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Editorial



Happy World Tourism Day 2023.

Since 1980, United Nations World Tourism Organisation celebrates World Tourism Day to demonstrate how the tourism sector affects social, cultural, political and economic values worldwide.

For **World Tourism Day 2023**, UNWTO highlights the need for more and better-targeted green investments in socially, environmentally and economically sustainable tourism projects, with new and innovative solutions as the priority.

In this magazine, we have highlighted the importance of Gastronomy Tourism and Agriculture Tourism, the gastronomy-centric campaigns of different destinations, and culinary tours.

Together with food, art can also play a role in giving hotels and restaurants a competitive edge. For this issue, we look at an art hotel in Japan.

We also incorporate in this issue, the stories of entrepreneurs who are using Indian tea, coffee, and cocoa to create interesting new products.



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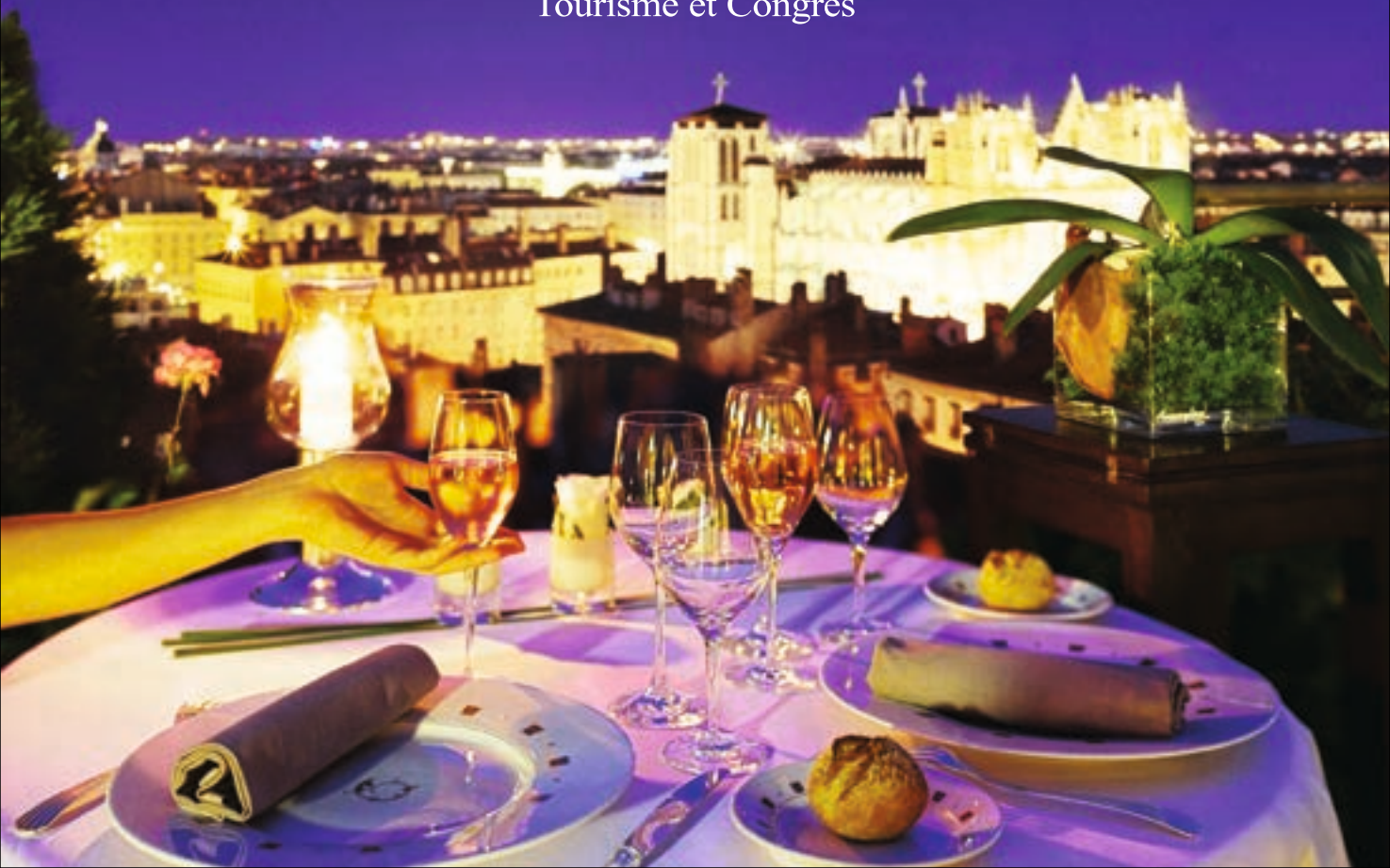


TRAVEL **FOR** *Taste*

Anil Mulchandani

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Photo courtesy N. Calluau/Lyon
Tourisme et Congres



Gastronomy is an important aspect of the tourism sector.

Travellers like to discover cuisines at each destination, explore its restaurants, taste local flavours, and shop for typical products of the region. According to the World Tourism Organization (UNWTO), more than a third of a tourist's spending is dedicated to food. It is also generally accepted that climate, accommodation, safety, environment and food are five factors that strongly influence travel.

Today, gastronomic tourism is becoming an important subset of tourism for many countries. As more and more countries open their doors to tourists and promote their destinations, unique local and regional experiences like food and beverages, agriculture, intangible cultural heritage, and arts and crafts become an integral part of tourism campaigns that differentiate a country in a globally competitive environment. For most

destinations, food and beverages represent an important part of their identity and become the key element in the nation's brand image.

Food and agriculture tourism also offer many sustainable development solutions as they offer opportunities to many different professional sectors, bring new income sources for farmers, fishers and food entrepreneurs, include home-based women cooks and involve many marginalised groups that have unique cuisine to offer tourists. Gastronomic tourism also preserves local food traditions and diversities. It can incorporate small self-sustaining family-run and eco-friendly enterprises.

For travellers, gastronomic journeys take the visitor to picturesque places and enticing landscapes like historic town quarters, castles, tea-planted mountain slopes, lush coffee estates, vineyards, orchards, farmlands, spice gardens, and coastal areas.

In this article, we cover a few destinations that have strongly focussed on gastronomy as their USP for tourism development.

Gastronomy Meets Historic Architecture At Rouen



Rouen, a city on the River Seine in France abounds in historical churches and half-timbered wood-framed houses, church towers and spires that are an integral part of the cityscape. The Cathedral Notre Dame is an architectural Gothic masterpiece.

Home to around 250 restaurants, Rouen lives up to its status as Normandy's capital with superb Norman cuisines served at its restaurants. Fantastic fresh seafood is brought in from the port and together with fresh fish from the river, rich cream, butter, apples, pears and cherries are



among the produce for sale at the markets of place du Vieux Marché or the food market in the place St-Marc. Tourists also wander around the Fruit Route, a loop lined with colourful greenhouses where apple trees,

pear trees and cherry trees are grown and the fresh harvest is sold at the gates. Many producers open their greenhouses and their cider factories for tourists to see the making of Norman apple cider.

With this heady combination of historic monuments, houses and churches with great food, it is not surprising that “A Dialogue between historical heritage and gastronomy” is a unique campaign by Rouen which promises that “gastronomy is inseparable from the rich presence of historic monuments” in the city. Restaurants are dotted all around the city, with many found in the medieval quarters and the old market square. Tourists make a beeline for the medieval half-timbered houses where they may find a quaint wood-framed restaurant or a place to eat and drink on terrace overlooking the churches. Another unique experience is cheese tasting at one of the taverns.





Each year, Rouen hosts the Fête du Ventre (Feast for the Belly) in the city's historic centre, with a huge number of visitors coming to discover or rediscover Normandy's gastronomic heritage through tasting and culinary events. The city also offers excellent educational courses in gastronomy like the ones at the Institute National de la Boulangerie-Pâtisserie (National Bakery Institute). The Club des toques brings together the greatest chefs and artisans from Rouen, making it easy for visitors to find gastronomic choices.

Listed by UNESCO as a Creative City of Gastronomy, Rouen prioritises a healthy eating culture with policies and initiatives which promote high-

quality, healthy and nutritional products, My Responsible Restaurant initiative promotes eateries that are transparent, responsible and respectful of the environment and people, while 'La Ferme des Hauts' and 'Léo à table' initiatives in priority neighbourhoods aim to be major drivers of sustainable development and the social and ecological transition in these areas.

Photos & Information courtesy: rouentourisme.com

La Couronne – A historic inn

Matthias Gouard,
Chief Operating
Officer, La
Couronne,

A table rouennaise is an experience in itself. In 1948,

when Julia Child visited France she had a French meal at La Couronne, and this is said to have inspired her to become a legendary chef, author, and television personality recognized for bringing French gastronomy to the American public through her cookbooks.

Julia Child was an incredible ambassador of French cuisine in the United States. Her love for French cuisine certainly bolstered interest in authentic French cooking, which can indirectly benefit our restaurant and the Rouen region

La Couronne, founded in 1345, is perhaps the oldest surviving Inn in France. Located in Rouen's historic city centre, it still remains an icon.

As one of the oldest restaurants



in France, La Couronne plays a vital role in promoting Normandy's gastronomy. We take pride in showcasing regional cuisine, particularly the Canard à la Rouennaise, an iconic Norman specialty. The restaurant has become a sought-after destination for enthusiasts of traditional French cuisine, attracting visitors from around the world to Rouen. Our menu highlights the authentic flavors of Normandy, and our building itself is steeped in history. Maintaining our historic building and traditional menu is an ongoing challenge, but it is also our pride. We have invested in preserving the building and work closely with experts in traditional cuisine to uphold the quality of our dishes.



Our dedicated team is the heart of our success, and we strive to pass down our expertise to future generations. We also plan to participate in local and international gastronomic events to promote Norman cuisine.

Vincent Taillefert's journey as the head chef at La Couronne is a testament to his unwavering passion for the culinary arts. For three glorious decades, he has poured his heart and soul into perfecting the delicate dance of flavors that is the hallmark of Norman cuisine. From traditional classics to innovative creations, Taillefert's cuisine reflects his deep respect for tradition, combined with an avant-garde spirit that keeps his dishes fresh

and exciting.

One of Taillefert's remarkable achievements is his ability to seamlessly blend the rich heritage of Norman cuisine with contemporary influences. His creations strike a harmonious balance between time-honored techniques and modern culinary trends, resulting in dishes that are both comforting and cutting-edge.

While La Couronne boasts a diverse menu that celebrates the bounty of Normandy, it is Taillefert's mastery of the canard au sang (pressed duck) that truly sets him apart. This iconic dish, prepared with precision and flair, embodies the essence of French



gastronomy. Taillefert's rendition of this classic is nothing short of spectacular, a symphony of flavors that pays homage to tradition while showcasing his innovative prowess.

The UNESCO label has certainly had a positive impact on the recognition of Norman cuisine and gastronomic tourism in Rouen. Visitors are drawn to the cultural richness of Norman gastronomy, and our historic restaurant is an integral part of it.

As the sun sets over the cobblestone streets of Rouen, "La Couronne" stands as a beacon of heritage, flavor, and enduring excellence. It invites travelers, gourmands, and seekers of culinary authenticity to savor an experience steeped in history yet eternally fresh.

Tsuruoka's Gastronomic Heritage Revival

Tsuruoka is located on the coast of Yamagata Prefecture bordering the Sea of Japan and all three of the Three Mountains of Dewa holy to Japan's Shinto religion are at least partially within the city limits. Mt. Haguro hosts The Five-Storied Pagoda one of Japan's National Treasures. The city is known for the Dewa Sanzan's Journey of Rebirth, the Samurai Silk, the Kitamae-bune

Maritime Road, the Kamo Aquarium, which boasts the biggest jellyfish display in the world, and some beautiful forests. But perhaps its greatest claim to fame is its rich culinary heritage.

The first UNESCO Creative City of Gastronomy in Japan, Tsuruoka has developed traditional industries, such as rice cultivation and other types of farming, forestry, fishing, and sake brewing. The diversity of landscapes here ensures that it is blessed with a variety of foods like the mountain vegetables and mushrooms in the hills, bamboo and turnips in the plains, a bounty of seafood like cherry salmon or codfish. Tsuruoka offers a wide range of cuisines derived from its seasonal ingredients.

Among the array of food



ingredient, the most noteworthy are the heirloom crops unique to Tsuruoka. Around 60 varieties of heirloom crops, such as Dadacha Bean which is considered Japan's best-tasting edamame due to its unique aroma, sweet flavor and full umami, have been treasured in this region for many years as part of a "living cultural heritage". The unique characteristics of each heirloom crops depend on cultivation methods and soil conditions. These crops have been handed

down to successive generations through the wisdom and creative efforts of the locals. Tsuruoka Food Culture Creative City Promotion Council, established in 2011 as a partnership of industry, academia, government, and the private sector, is the driving force behind the city's Food Culture Creative City Promotion Plan, a five-year action plan formulated by the city, which is based on the philosophy of "Toward an Ideal City of Food," and is carrying

out various initiatives to pass on a diverse food culture to future generations and to promote food-related industries.

A unique gastronomy has evolved in close connection with spiritual cultures, such as Kurokawa Noh and the Shugendo at the Three Mountains of Dewa. The ascetic cuisine of the Three Mountains of Dewa is prepared with traditional methods using vegetables such as seasonal wild





plants and mushrooms from the foot of the mountain.

Since 2014, the city has been training "Tsuruoka Fudo Guides," who introduce tourists to Tsuruoka's food culture as storytellers and guides of Tsuruoka's food culture. The training has helped to create guides who plan and guide food tours in Tsuruoka in cooperation with travel agencies, and is a driving force behind the city's food tourism. Another initiative

by the city's tourism bodies is documenting interviews of "People who weave food culture" and putting them up for reading on websites and in publications. They have compiled a collection of recipes called "Tsuruoka Ouchi-Gozen" and a collection of recipes for creative dishes using ingredients from Tsuruoka, devised with new ideas, has also been published, offering new ways to use traditional local ingredients.

Since 2017, the city has held the "Food Culture Creation Academy" for chefs and others involved in the food industry through courses ranging from cooking techniques to culture and art, local studies, science, and agriculture. The city's chef training dispatch program to promote the city's food ingredients and food culture, as well as to improve creativity and imagination and study and acquire skills through exchanges



and mutual learning with chefs from overseas, has enhanced the appeal of the city's gastronomy. People are also coming to the city's University of Gastronomic Sciences, Tsuji Culinary Institute to learn culinary skills.

Information and photos courtesy: tsuruokacity.com/gastronomy

The Gastronomic Revolution of Barcelona

In 2010, the tourism board of Spain took the path-breaking decision to declare Chef Ferrán Adrià as its Brand Ambassador for Spain as a Tourist Destination. This was one of the first countries in the world to select a chef as its brand ambassador.

In 2022, Turisme de Barcelona presented “The gastronomic revolution lives on in Barcelona”, a new nationwide and worldwide promotional



campaign to re-launch Barcelona as a key destination that showcases culinary excellence. The initiative aimed to improve the visitor economy and the restaurant sector by highlighting the values of fine dining, such as innovation, talent and creativity.

The Industrial Revolution in Barcelona began in 1832, when the first factory to work with steam engine in Spain, was inaugurated. The cotton industry was the first and leading industry of Catalan industrialisation which

led, by the mid-19th century to making Barcelona a hub of Europe's industrial revolution. During this boom period, many historic restaurants opened their doors. Can Culleretes opened its doors in 1789. In Ciutat Vella, you will find several places that were born during the industrial revolution in the 19th century: Bar Marsella where they still serve their famous absinthe liquor, Los Caracoles, 7 Portes known for its Parellada rice dishes and s for dessert, Casa Almirante and 4 Gats, among others.





In the early 2000s, Barcelona was at the heart of the worldwide boom in Catalan cuisine, led by a few visionary chefs like Adrià, Santi Santamaria, Joan Roca, and Carme Ruscalleda. The haute cuisine of Catalan spread through the globe over the next couple of decades.

Today, Barcelona has 24 restaurants with 35 Michelin Stars, six restaurants holding the Bib Gourmand award, and 45 establishments that have obtained stars from the Repsol Guide.



From the three Michelin stars of Martín Berasategui's Lasarte and Jordi Cruz's Àbac; to the cuisine of Disfrutar, headed by Oriol Castro, Eduard Xatruch, and Mateu Casañas and recognized as one of the 50 best restaurants in the world; the fusion cuisine of Dos Palillos, by Albert Raurich and Tamae Imachi, and Koy Shunka, by Hideki Matsuhisa and Caelis (Romain Fornell), among many others, Barcelona has hundreds of restaurants waiting to surprise you and to prove why Catalan



cuisine is one of the most renowned in the world.

The multi-sensory experiences of Barcelona's restaurants extends to its design: you can find the modernist spaces of 4 Gats, Cafè 1907, and Fonda España, or in the 60s atmosphere or the gauche divine of Flash-Flash (specialized in all kinds of frittatas). What about the modern architecture of Àbac, Disfrutar, and many other restaurants that use design, innovation, and creativity to surprise their





visitors? Many of these restaurants are committed to Mediterranean and local cuisine and are the protagonists of the city's gastronomic revolution. Besides its starred restaurants and chefs, Barcelona has some of Europe's most famous food markets. The Mercat St Josep, or the La Boqueria market, is the bustling heart of Barcelona. Here, you can find tens of thousand types of food – fresh meat, charcuterie, fish, crustaceans, nuts, fruits, vegetables, chocolates, breads, cheese, herbs, etc, from local peppers and salami to exotic meats. You may see Michelin-starred chefs shopping here. This is also the famous place of market cooking called *cuina de mercat*, with kiosks using fresh produce from the market to

make affordable food items for the diners seated on stools around the kitchen areas watching Catalan tapas and dishes being expertly turned out at high speed.

Catalan's produce from the hills, sea and farms has given rise to popular recipes as *escudella i carn d'olla*, a type of pot au feu, and a chargrilled vegetable salad known as *escalivada*.

Photos: Turisme de Barcelona.

Culinary Diversity Of Montreal

The Office montréalais de la gastronomie (OMG- Montréal Culinary Office), a Tourisme Montréal initiative made possible with the financial support of the Ville de Montréal, unveiled Coffret gourmand 100%

Montréal, a 100% Montréal Gourmet Food Box filled with the island's top products. Designed to promote and facilitate access to Montréal's fine foodstuffs, this initiative will directly benefit local artisans, producers and processors as well as highlight Montréal as a gastronomic destination.

Dig in – Its Delicious, Dig into the Food Culture of Montreal, Tourisme Montreal has made food part of its many campaigns. Restaurants abound in Montreal, the second largest commercial capital of Canada and the largest city of the predominantly French-speaking Quebec region. Being at the confluence of the French and the English traditions, Montreal has





developed a vibrant cultural and culinary scene. With passionate farmers, great produce and French roots, the cuisine here has developed rich and nourishing food to keep you warm in the cold weather. Montreal is a fantastic food city with eating places ranging from fine-dining restaurants to food joints where you get smoked meats on Formica-topped tables you share with other diners and fast-food places for poutine. This city produces really good cured meats, like hams and foie gras,



and maple syrup. Don't miss the desserts like sponge cakes and tarts sweetened with maple syrup.

While, Montreal has been known for its French-inspired restaurants from the 19th century, today its culinary diversity reflects over 120 cultures. Montréal's Chinatown was recently designated as the city's first historical site (Quebec's highest level of heritage protection) by the Québec government. With business and buildings that date



back all the way to 1826, now's the time to rediscover this colourful neighbourhood. Positioning itself as Montreal's ultimate gourmet destination, Piccola Italia is a neighbourhood north of Mile End that remains filled with Italian ristoranti, caffès and pasticcerias after a great wave of Italian immigration in the early 20th century but is also now very multicultural. Verdun is one of Canada's oldest cities which is now one of the boroughs merged into Monreal, and has a bustling food scene.



Mile End is Montreal's iconic Jewish heritage neighbourhood with many cafes and bakeries. Les Filles Fattoush offers newly arrived Syrian women an opportunity to use their culinary talents to earn a living and build a social network. Montréal's Caribbean food scene is also buzzing with cuisines from Jamaican to Cuban to Haitian to West Indian available at restaurants.

Montreal's Must-try Food

- Bite into the city's famous bagels. Fairmont Bagel and St-Viateur Ba are among the famous bagel spots.
- Visit the Jean-Talon Market and various seasonal farmer's markets.
- Poutine is one of Québec's most famous culinary exploits, and you can get a variety from the classic 24-hour spot La Banquise to Ma Poule Mouillée's poutine with São Jorge cheese, grilled chicken & chouriço or Poutineville's create-your-

own poutine.

- Standing in line to grab a soft serve ice-cream at KEM COBA has become a summer tradition in Montréal.
- Montreal has many smoked meat places, and if you have time for only one then Schwartz's is a veritable Mecca that attracts throngs of visitors. The Main Deli Steak House, Smoked Meat Pete, Reuben's and Dunn's Famous are other popular smoked meat places.
- Brunch like a Montrealer.
- Try the lavish pastries and cakes of Montreal.
- MTLATABLE is restaurant week with various participating restaurants offering 3-course fixed price menus.
- New Quebec cuisine
- Montreal is a great destination for food trucks and food festivals.
- Montreal is famous for its natural and bio-dynamic wine scene. Enjoy

traditional Quebecois cuisine at restaurants like Martin Picard's Au Pied de Cochon or La Binerie which has been operating from over 75 years,

Photos Tourisme Montreal

The Culinary Tapestry of Tucson



“Tucson has great food, but it's also an identity and a way of life”, says the city's tourism website. Tucson's natural attractions and great food bring in more than a million tourists a year. Tucson's earned an international reputation for fine food and has also entered the UNESCO list as a Creative City of Gastronomy, selected for its rich agricultural heritage, thriving food traditions, and culinary distinctiveness. The city's Sonoran Mexican food is its USP. Native ingredients grown by indigenous peoples in the region for thousands of years



combined with the cooking traditions of the Mexican migrants to create a cuisine that is unique to Tucson. Native American people of the Sonoran Desert like the Tohono O'odham ate a variety of regional plants like ironwood seed, honey mesquite, hog potato and cactus fruits, and cultivated crops of white tepary beans, peas, and Spanish watermelons.

The city abounds in chef-driven eateries that use local produce for global products, from chiltepin-infused cold brew coffee to margarita made using prickly pear from the cacti or ice cream sweetened with wildflower honey from the Sonoran Desert. The produce at the market includes cactus (nopales), sunflowers, corn, chiltepins, prickly pear, squash

and other regionally-grown or foraged produce, plus locally crafted food products. Numerous farmers' markets, annual food festivals, fairs and tastings offer the region's delicacies, while Tucson Meet Yourself showcases performances of music, crafts and gastronomy including the food of various migrants like the Thai.

Tucson is also using gastronomy as a key engine to achieve sustainable urban development, building community gardens for public housing with urban farms, greenhouses, gardens,



farmers' markets and small animal husbandry in residential areas.

Photos courtesy: visittucson.org

The Gourmet Capital

The International City of Gastronomy is a project within one of Lyon's historic buildings in the city centre, the largest private renovation project carried out on a historic monument in France. Cité de la Gastronomie will be a place that represents the food industry: gastronomy, catering, farming, food and health.

Lyon has been called the "world capital of gastronomy" since the 1930s. Located between the continental climatic regions of northern France and the Mediterranean regions of southern France, this city enjoys access to a variety of food like



Normandy's butter, Alpine cheeses, vegetables, seafood and olive oil from South France, and meats of Massif Central. The Rhône is world famous for its vineyards in the Beaujolais, the Rhône Valley and Burgundy. Here, traditional French cooking, the Nouvelle cuisine introduced by chef Paul Bocuse, and the Mediterranean cuisine are all part of the culinary scene of Lyon.

The Bouchons of Lyon have for long been famous for their

hearty local food, made for drivers and textile workers, when Lyon was a major industrial city of the 19th century. These taverns offered food and drink. Les Bouchons Lyonnais is a label created by the tourist office in 2012 in order to promote our traditional restaurants, les Bouchons. This label defines minimum requirements to be able to call yourself a Bouchon, respecting the traditional recipes and atmosphere you should find in a bouchon, as it was done almost 100 years ago in Lyon.nk





for coachmen and straws for horses. Women like Mere Brazier and Mere Filloux who founded such Bouchons are revered by chefs who learned from these taverns.

The Rhône department holds around 26 Michelin stars, including about 20 Michelin-starred restaurants in Lyon. It has some of the most affordable Michelin-starred restaurants in the world. In Lyon you have the street that has the most star restaurants in France and probably one of the biggest in the world, la rue du Boeuf.

Les Toques Blanches Lyonnaises (lit. 'Lyon White Hats') was founded in 1936 by renowned chefs from the Lyon area, including the founder and first president of the organization, Marius Vettard which aims to unite cooks and pastry chefs to preserve and maintain the culinary history and traditions of Lyon, in the Mères Lyonnaises,



bouchons, and Lyon's Michelin-Starred restaurants. It also aims to promote Lyonnais gastronomy and regional products. There are currently about 120 chefs who work to promote Lyon's gastronomy at local, national and international levels.

Les Halles de Lyon is a food paradise with scale makers, cheese makers, bakers, pastry makers, market gardeners, butchers, fishmongers, caterers, wine merchants and restaurant owners, who want to highlight the gastronomic excellence of the region. The Lyon Street Food Festival is now the biggest street food festival in France.

Photos courtesy:

Dominik Fusina//Lyon Tourisme et Congrès

Jacques Léone//Lyon Tourisme et Congrès.

Brice ROBERT//Lyon Tourisme et Congrès.

Franck Sonnet//Lyon Tourisme et Congrès.

Bergen

Bergen is promoting itself as a destination where tourists can enjoy beautiful nature and fjords with great cuisine.

The UNESCO World Heritage site Bryggen, a Hanseatic wharf, is a glorious remnant from when Bergen was a key centre for trade between Norway and Europe. Today, the wharf houses beautiful, wooden houses from the Hanseatic era together with a museum, shops, galleries, and restaurants, and is a focal point for both locals and visitors. Nearby, a lively Fish Market has been providing the locals with freshly caught treasures from the sea since 1276. Today, it is one of Norway's most visited outdoor markets, which offers seafood, fresh fruit, vegetables, handicrafts and souvenirs.





Fresh seafood is at the core of Bergen cuisine. Among local specialities, you'll find Bergen fish soup, fish cakes and persetorsk, a traditional steamed cod dish from Bergen. Today, Bergen, which is a UNESCO City of Gastronomy, is one of the best destinations for culinary tourism. Both the city and the

surrounding region is experiencing a revival of interest in traditional and artisanal food products. Small scale producers meet the general public at farmer's markets and food festival. The chefs and award-winning restaurants in the region focus on gastronomic creativity mixed with regional food culture

and tradition. The gastronomic sector is seen in the city and the county as a regional driver of employment generation, and gives synergy to tourism, culture, fisheries, aquaculture and gastronomy

Photos courtesy:
www.visitBergen.com



The Campaigns for Gastronomy Tourism



Sandra Carvao, Director of the Tourism Market Intelligence & Competitiveness Department in the UNWTO.

The popularity of gastronomy tourism continues to grow worldwide, with countries showcasing their culinary traditions and local flavours to attract visitors. It creates immense opportunities to showcase and value local producers, benefit communities and enriching the tourism experience. This will be one of the focus of the forthcoming 8th edition of the UNWTO

Gastronomy Tourism Forum in San Sebastian, Spain in 5-7 October

Several countries around the world are actively promoting gastronomy as one of their prime tourist attractions.

Here are just a few examples:

- **Japan:** Japan has been actively promoting gastronomy tourism through its "Local Gastronomy-Tourism Activities" campaign. The country emphasizes its regional foods and culinary culture as a way to attract tourists. And Nara, in particular, has been the host of UNWTO's last edition of the World Forum

on Gastronomy Tourism in 2022.

- **Italy:** Italy's diverse regional cuisines and culinary traditions make it a popular destination for gastronomy tourism. The country promotes its food and wine through initiatives like "Strade del Vino" (Wine Roads) and "Strade dei Saponi" (Food Trails).

- **Mexico:** Mexico is renowned for its vibrant and flavorful cuisine. The country actively promotes its gastronomy through campaigns like "Mexico Food Tours" and "Taco Tours," allowing tourists to explore and experience the diverse flavors of Mexican cuisine.

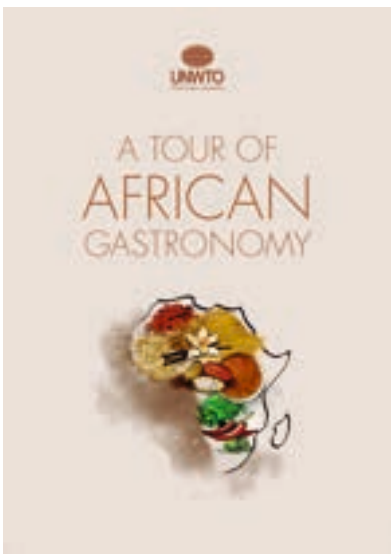


Photos: 8th UNWTO World Forum on Gastronomy Tourism on 5-7 October 2023 in Donostia-San Sebastian, Spain.



• **Peru:** Peru has gained recognition for its unique and diverse culinary heritage. The country promotes its gastronomy through initiatives like "Peru Food Festival" and "Peruvian Cuisine Week".

• **Spain:** Spain is known for its rich culinary traditions, and it



has been promoting gastronomy as a key tourist attraction. It developed and is currently implementing a National Tourism Plan for food and wine.

Various tourism campaigns have been launched to promote gastronomy tourism around the world. Some examples of successful campaigns may be:

1. Spain's "Saborea España": This campaign aims to promote Spain's regional cuisines and food festivals. It encourages



visitors to explore the country's diverse culinary traditions through food tours, cooking classes, and gastronomy events.

2. Thailand's "Amazing Thailand Food Festival": This campaign aims to promote Thailand's vibrant street food culture and traditional dishes. It





features food markets, cooking competitions, and cultural performances, and takes place in different cities in the world like New York, Barcelona, and Osaka.

3. Taste Slovenia: An action plan that promotes and celebrates the unique flavors and gastronomy of Slovenia. It aims to showcase the country's rich culinary heritage, local ingredients, traditional dishes, and modern gastronomic innovations.

The key advantages:

- **Economic growth:** Gastronomy Tourism can stimulate economic growth by attracting visitors and generating revenue. It creates opportunities for local businesses

such as restaurants, food producers, farmers, and artisans. This, in turn, leads to job creation and increased income for the local community.

• Cultural preservation:

Gastronomy Tourism often focuses on traditional dishes, culinary techniques, and local ingredients. By promoting these aspects, it helps preserve cultural heritage and traditions. It encourages communities to continue practicing and passing down their culinary knowledge from one generation to another.

• Destination differentiation:

Gastronomy and food experiences can differentiate a destination from others. Unique local dishes, food festivals, local

markets, and culinary traditions create a distinct identity for a place. This can attract tourists who are seeking authentic and immersive experiences.

• Community engagement:

Gastronomy Tourism often involves collaboration with local communities. It encourages partnerships between tourism stakeholders, such as restaurants, farmers, and artisans. This collaboration can lead to community development, empowerment, and a sense of pride in local traditions.

• Environmental sustainability:

Through Gastronomy Tourism, we can promote sustainable practices, such as farm-to-table concepts, Km 0. products, organic farming, food waste reduction, and responsible fishing. This focus on sustainability can help raise awareness about environmental issues and encourage more sustainable food production and consumption.

A CULINARY HERITAGE LANDMARK

For those who wonder what the White House served to visiting heads of state or the china sets used by first ladies, it is worth a visit to The Presidential Culinary Museum Curated by Martin Cj Mongiello, a former White House Chef and Manager of Camp David.



IFEA:

What was it like to be Cooking for Presidents?

Martin: I always found intricacy critical, following orders, assigning procedures, and executing commands like tracking and understanding a recipe for success. The intricacy and delivery challenges are exciting for setup when dealing

with the top people running Earth.

Doing the massive presidential events is much like making a pie or any recipe correctly, step by step, and following science and procedures.

I must admit that I always use Julia Child's pie crust recipe religiously. She likes to use butter and shortening mixed. This is not how I was taught in the Navy and Navy Cookery School, where only shortening is used.

As a White House Chef and the Executive Chef of the Camp David Resort and Conference

Center, I studied Julia since I was a child, watching her shows even on black and white television. I updated her recipe with a trick 2nd Class Petty Officer Gauthier taught me of putting ice cubes into the water and then chilling the water in a bowl in the fridge to ensure it is ice cold. He had a strict warning to me that the massive mixer was never allowed to rotate its hook more than ten times. Pending operations undersea in our submarine, USS Sunfish SSN 649, we often called control for permission to turn the mixer on. Sound can



be heard up to 100 miles away, and the last thing we needed was a Crazy Ivan at full speed right at us. I followed his lead like a deck traveler attached to my waist topside.

I taught this ice water trick to Barry Mongiello. Also, I explained that "I make my crust two times as thick because one thing that pissed me off from boot camp - to the high sea swells of the North Atlantic in the middle of a winter storm, was a thin crust that snaps off as soon as you touch it!" Therefore, I double the recipe and make a Man

Mountain Dean (you can look up Man Mountain Dean) crust.

I also only use salted Kerry Gold Butter from Ireland - the best in the world and therefore omit the salt from her recipe.

Although Chef Stormy Neal Mongiello wishes I would put a little salt in? Okay, next time, we will go with Hoppy's Pumpkin Pies (her recipe has flour in the slurry). Lastly, I asked Barry, "Which would you prefer? Regular shortening or butter-flavored shortening in this pie dough?"

"I think butter-flavored shortening is a rather new

product from Crisco, Dad, and sounds better." Since the proliferation of these two products into actual market availability, we have mutated our recipe to use them.

IFEA: Working in the White House and Camp David must have had its own challenges and exciting moments. Can you tell us some anecdotes?





Martin: Remembering daily passwords and the correct challenge phrase each day was a challenge in itself. For security, these are changed each night for kill and safety, for firing or not.

During one night as the Command Duty Officer standing watch of the entire facility, I worked with the US Marine Corps Detachment to invade the President's private home and house of Aspen. As the Marines responded and set up machine guns and more, I found myself in the pitch-black dark, listening to a 12-gauge shotgun being racked to fire somewhere in front of my torso for providing the wrong challenge code from yesterday... hmmm. What was today's



correct code?

IFEA: What inspired you to start the Culinary Heritage Museum?

Martin: Moving to a remote area of North Carolina, we asked ourselves why anyone would come to our dump of a B&B. We resolved to invent and create a reason for them to want to go by. The Inn of the Patriots encompasses the Presidential Culinary Museum, an exclusive, boutique inn, a cooking school, gift shops, and presidential centre. It also offers TV and stage shows. The Presidential Culinary museum is a for-profit museum ordered from inception to make its own money. It has been

open and profitable since 2008 and does not panhandle for money or mail out millions of flyers requesting donations. Salaries are not allowed, and as the founder, I have never tolerated being paid an hourly wage. We have put all of the money made back into the museum and donations to the world. Any human profiting from the museum is disallowed.

IFEA: What are the highlights of The Presidential Culinary Museum?

Martin: The museum has private and public collections including exhibit items and artifacts sent by the National Archives and several

Presidential Foundations. A former Executive Chef to the President of the United States of America, I have curated the museum. We are located in what is known as The White House, in the town named after the President, Grover, NC. Other collections from private foundations include the Miller, Griffith, Mancuso, Bush, Trump, Carter, Reagan, and Clinton families and libraries. Additionally, we showcase the US Navy, our own Presidential Food Service, why the White House has two restaurants inside of it staffed by Navy chefs, and how Captain Patrick J. Casey, USN, Ret. Commanding Officer of the USS Asheville and Vice Admiral Albert Konetzni, Jr., USN, Ret. sent Chef Marti (our CEO) away to the White House Military Office (WHMO). Casey has been featured in the Main Case of Glass #7 and Mirror, on floor one, since 2008 and listed in the Official Museum Directory in partnership with the American Association of



Museums. The tour traverses two levels of the historic mansion. Some events may also include the grounds tour outside.

We have video displays, QR code technologies employed, use VR to meet with others, host a film festival, have in-person events with live actors, built a small theater, conduct tours in third-person with lasers, and also have excellent social reach across streaming television with our magazine, newsletter, and television network – the PRESENTS Network.

Our three gift shops, two online

and one in-person, do quite well!

All our projects are documented, the success is measured and reported.

IFEFA: Tips for organisations and other countries who want to create such museums.

Martin: Start all plans as a for-profit museum and learn as a Doctor how to earn a profit, sustain operations using business models to be open, and begin to end grants, donation pumping, and “remaining open” – based on municipal, foundation, or state donations.



HEALTHY RECIPES FROM THE WHITE HOUSE

By former Executive Chef to the President of the United States, Marti Mongiello

Photo credits:

White House and Martin CJ Mongiello.

Martin and Stormy Mongiello

have worked with six Presidents:

Bush, Clinton, W. Bush, Obama, Trump, and Biden. They have cooked for many stars like Patricia Arquette, Bernadette Peters, King Abdullah, Queen Rania, Prime Minister Hashimoto, Jon Bon Jovi, Nicholas Cage, Sophia Loren, and Sheryl Crow. They share some favourites.

BILL CLINTON'S BANANA VINAIGRETTE SALAD DRESSING

I found out that Bill Clinton loves bananas and when the Doctor's told me Clinton also needed a bit more potassium each day, it was game on for banana heaven. I still hold the world record for the most bananas ever served to Bill, eight in one day. How did I do it? Banana oatmeal begins by smashing bananas into the hot water and then slicing a few into the finished oatmeal. A couple of bananas during the day and then,

"suddenly one summer," (The Motels) the chef brings out at dinner a new, "Banana Vinaigrette."

I love the Clinton's along with Chelsea and the whole family, as I do any family I am serving. Focusing on their individual likes makes people happy with a surprise recipe named after them!

Ingredients:

A few bananas (two or three) depending on size, peeled

3 T warmed honey (more/less)

Orange Vanilla (I use Cara Cara Orange Vanilla Flavored Oil)

White Balsamic Vinegar

White Pepper to taste

Blond Miso Paste Stock made with warm water for thinning

Dried Garlic to taste

Use an immersion blender to blend. Depending on how ripe, and how large they are, one more banana may be needed, or one less. You can use fake or real salt to taste or olive oil. But generally, I never served him any oil unless it was in a spray can and very, very sparingly. This is a perfect example of heart healthy cookery taught to me by Doctor Dean Ornish



Hillary Clinton's Mango Salad Dressing

When I found out that Bill loved banana's I decided to make some new salad dressings for him and Hillary whose favourite fruit is a Mango, so do you know what kind of dressing I made for the First Lady?

That is important when cooking for two attorneys'. The kind chef is considerate of each other's feelings. Don't go making something for Daddy and not have something for momma! One night at home, I served Hill's Mango Vinaigrette first, and the President jokingly asked me an intimidating question, after announcing, "Look, First Lady, I used your favourite fruit to make a special dressing I have named after you!" She was so touched and loved it. She said, "You know Marti, they typically have the Raspberry Vinaigrette everywhere you go, but I have never had a Mango Vinaigrette!"

Meanwhile, the President did not look enthused at all. He looked pissed off and deadpan

looked at me stating, "That is so nice of you Chef Marti, anything here for the President of the United States of America? Like a little salad dressing, you made just for me and named it after me?" Oh, he was pissed off and jealous. "Why yes sir, I made a Banana Vinaigrette just for you out of your favorite fruit!"

I mentioned turning to get that bowl with a spoon and bring it to him. Well, he laughed out loud because he had been pulling my chain and he got me that night. We always joked about me being fired soon, and a lot of our staff had running bets on my firing, as high as \$1000.00 per night in betting. I always was overly friendly, filled with love and care, and have always been too familiar. I certainly terrorized many people by having too much to say. I never knew I was a tour guide and curator back then like I am today. Photo credits White House and Martin CJ Mongiello.

I love the Clinton's along with Chelsea and the whole family, as I do any family I am serving. Focusing on their likes makes people happy with a surprise recipe named after them!

A few mangoes peeled/sliced, and half a small bottle of Mango juice (Naked)

3 T warmed honey (more/less)

A few drops of hot sauce to spice things up (Hill loves hot sauces)

Mirin, Rice Wine or Salad Vinegar to taste

White Pepper to taste

Herb de Provence Olive Oil

Chipotle Olive Oil (The Clinton's love Southwestern cuisine)

Dried Garlic powder to taste

Use an immersion blender to blend. Depending on how ripe, and how large they are, one more mango may be needed, or one less. You can use salt to taste.



THE FAMED IVANKA TRUMP SALAD

It has been a pleasure to work with several Presidents from the Bushes to the Trumps and to be a loyal servant in the White House Military Office. I first worked with Donald Trump by being employed at one of his private clubs to help with restaurant design and a few ideas for recipes. I so enjoyed Ivanka's famous salad on the menu the first time I ate there! It was so great. I

wanted everyone to have a

chance to also enjoy it. As the White House has all types of visitors daily, they (like some guests from Africa) often get to try the fun recipes as well.

For the Salad

2 cups chopped romaine
 2 oz canned chickpeas, drained
 5 cherry tomato halves
 2 oz roasted corn
 2 oz blanched green beans
 2 oz cubed Swiss cheese
 2 oz balsamic vinaigrette
 Arrange romaine lettuce on plate, and layer with

chickpeas, tomatoes, corn, green beans, and cheese. Drizzle with Balsamic Vinaigrette (see recipe below) For the Balsamic vinaigrette

6 oz balsamic vinegar
 2 oz rice wine vinegar
 1/2 c Dijon
 2 Tbl minced shallots
 1 Tbl minced garlic,
 1/2 Tbl Worcestershire
 1 each lemon juice
 1/4 tsp cayenne
 1/4 Tbl salt
 1/4 tsp black pepper



- 18 oz olive oil
- 8 oz salad oil
- 3 Tbl Parmesan
- 1 Tbl parsley
- 1 tsp dry mustard

LIGHT SUMMER SEAFOOD SOUP, A FAVOURITE OF FRANKLIN D. ROOSEVELT

According to Henrietta Nesbitt, the White House housekeeper, FDR had very simple American tastes in foods; he liked foods "he could dig into." Among his favorite dishes were scrambled eggs, fish chowder, grilled cheese sandwiches, hot dogs, and fruitcake.

FDR's love of chowders in the deep snows of winter were not about to be extinguished for the rest of the year come Spring and Summer! His creative US Navy Chefs from the yacht, White House Staff Mess (Restaurants staffed by only US Navy Chefs) and swabbie Valets came up with new ideas to please him when it got hot.

Servings: 6 as a lunch or dinner entrée/8 as a starter

INGREDIENTS

- 1 sweet onion (Vidalia)
- Chopped 2 cloves garlic
- Minced 3 fresh Pomodoro
- diced tomatoes

- 2 (14 ounce) cans fish broth or 28 ounces of homemade fish broth (vegetable or chicken stock/broth/bullion will also work)
- 2 bay leaves, prefer fresh (1 if dried)
- 10 strands of fresh Thyme
- Himalaya Salt and Organic Pepper
- 1 pound medium Shrimp - peeled and deveined
- 2 or 3 filets of fresh white fish
- 1 can of whole, baby Clams with all of the juice or shuck fresh clams
- 1 pound smaller sized Scallops
- 1 Lobster tail chopped up
- small Crab meat, prefer whole lump or premium 2 cups chopped Firm, boiled

potatoes (the size of dice is nice 1 or 2 cups Grilled, drained, chopped, thick-cut, hickory smoked bacon

DIRECTIONS:

* Sautee down the onion until translucent but not browned or carmelized!

*Begin to heat up the broth and add the bay leaf to release its flavor.

*Broil or bake the fish and hold to add to the broth later – pull it from the oven and let it stiffen up. *Saute shrimp and scallops until plump and keep them tender – do not harden stiff.

* Add tomatoes, wine (if using) to the broth and pepper.

*Add the chopped lobster and crab meat and cook tenderly – the broth does not need to be at boil.

*Add the clams with juice, garlic (taste to likeness depending on small or large

cloves) and strip off the fresh thyme into the broth.

*Add the bacon and potatoes tossing around

* Allow to mingle and taste for salt requirements.

During winter we thicken this with heavy cream and sometimes add a flour and butter mixed roux. It just depends on how thick you would like to have it!

The photo shows President Franklin Roosevelt and Katharine Hepburn having lunch together. Many actors and artists met the President to discuss the New Deal.

MRS. GROVER CLEVELAND'S CELEBRATED RECIPE FOR BROWN BREAD

This is a present-day version of the Brown Bread recipe of Mrs Grover, the youngest First Lady.

1 1/2 C cornmeal



- 1 1/2 C rye flour
- 2 1/2 C buttermilk
- 1 C molasses
- 1 heaping teaspoon of baking soda
- 1 level teaspoon of plain salt.

Method

The whole must be mixed thoroughly and steamed 2 1/2 hours, on a rack set inside of a roasting pan with water about 1/4 way up the side of a well-buttered pie pan (can be glass, ceramic or tin and is sometimes called a pie dish or pie plate) at 325 degrees and then baked from 20 minutes to a 1/2 hour.

WHERE ART

Meets
Hospitality

Editorial Team

Photos courtesy: Takeshi Sasaki &
Tomooki Kengaku

“

Art Hotels are special lodgings that offer
fascinating works of art throughout the hotel.

”



IFEA: What inspired you to start art-forward hotels?

Taz: BnA (Bed and Art) is a social and art hotel project that aims to support Japanese artists while providing travelers with the unique and unforgettable experience of "staying in an art piece".

BnA was born out of two simple realizations:

- Many talented contemporary artists in Japan are unable to make a living through their art.

- Visiting art enthusiasts are unable to find small independent art galleries that show case up and coming Japanese artists. In an effort to ease these burdens, we designed a mutually beneficial ecosystem within which both artist and traveller can benefit. The system is simple yet effective; Create independent

art hotel rooms with talented local artists and share the profits from room bookings, while guests get the chance to live inside a functional work of art and are immersed in the local art scene.

IFEA: How did the project develop?

Taz: I met the right people at the right time, with the same passion for creativity and business. BnA started as an Airbnb located in



an old company apartment in Ikebukuro that we renovated entirely. It got much more attention from the creative community than we expected and we decided to open a 2 room hotel in Koenji: my favorite downtown spot in Tokyo!

With all the support from artists, designers and travelers from around the world, we now have hotels in Kyoto, Akihabara and Nihonbashi.

For each hotel we gathered local artists and artistic directors that worked on the rooms. Each room is at the beginning presented to them like a blank canvas where they can freely

express themselves. We do not simply decorate the room with art, the room in itself IS art. One of the co-founder of BnA is Fukugaki Keigo (architect / interior designer of Tokyo's Pinterest Office, Facebook Office and many more) who worked on the hotel's common area. It was very important for us (the founders) to literally build the hotel together with the artists.

IFEA: How do you balance art with commerciality?

Taz: Keeping Art and Business well balanced is a challenge. Especially in the hospitality industry as we want to give as much freedom as possible to the artists and still need at the same

time to answer to norms and minimum functionality for the guests and staff's comfort.

With our first airbnb we were lucky enough to already have a small creative community by our side that supported our project. We slowly grew bigger and got the attention of Japanese TV shows and magazines. In 2019 Covid happened but we are now back stronger with an even bigger and truly inspirational community!

As each room is made uniquely by the artists as an art piece itself, I would say that the rooms are the signature art pieces in our hotels! Live in art!

IFEA: What is the interaction between the artists and the guests with your art hotels as a medium?

Taz: The artists that worked on the rooms are local artists so guests might have the chance to chat with them at the bar, during events or during the workshops that we offer! In our newest hotel BnA_WALL, there is a 6 on 6 meters wide mural that



goes from the basement to the first floor. Guests can sit in the lobby, have a drink and watch the artist live paint the mural once every two months.

IFEA: What kind of cuisine is on offer for the guests?

Taz: We currently serve unique Japanese style “Spice Curries” produced by Kujira Curry, our friends from Koenji, thus keeping our connection with the original Koenji community. We are currently going through renewal of our FnB division at BnA_WALL.

IFEA: How do artists benefit from the art hotels?

Taz: Artists that work with BnA get a platform and an international audience. Our unconventional format also



appeals to artists that want to challenge themselves. We put the basement at BnA_WALL at disposal for young emerging artists that BnA wants to support. In the past, we had artists being invited for international shows and mural works through our international guests.

IFEA: Given the global focus on social

and environmental sustainability, do you think the trend for incorporating arts, crafts, local materials and indigenous products in the hotel will grow?

Taz: Yes, I think it will only grow from here. With the growth of Airbnbs, hotels are expected to provide something special,

and local art and community is what the new generation of travelers are looking for.

IFEA: At BnA you talk about Art Rooms. Can you explain what they are?

No two BnA Hotels are the same, however there is one thing universal across them all; the BnA Patron Platform. We pay a portion of every booking fee collected directly to the artist who created the art room.

Through our Patron Platform, we provide the artist we work with with continual income and exposure, while providing our guests with a private one-of-a-kind art experience.

BnA utilizes art hotel rooms as a means to support up-and-coming Japanese artists while offering art-loving travelers the unique experience of staying in a functional work of art. Artists receive a share of the profits from each room booking. Art aficionados visiting Japan often find it hard to gain access to the hidden artistic community of Tokyo. BnA's vision is a creative

solution that helps both the local artists with international ambitions, and the international travelers with a local appetite.

At BnA hotel Koenji, each room is designed and built by a local Japanese artists and a team of architects, textile designers, and carpenters. The bar, gallery, and rooftop lounge inside the cozy complex hosts a number of events year-round, and allows the guests to interact with the community in a social setting. Currently two rooms are available, and we plan to expand more rooms all around Koenji, Tokyo, turning the whole neighborhood into an art hotel.

Our bar dubbed "FrontDesk" is a local hangout for artists and creative community.

IFEA: What are your future plans?

Taz: Now that the Pandemic is over, we would like to take this concept to communities all over the world. We are already in talks for projects abroad, and are always open for new opportunities!

The BnA_WALL, Oodenmacho Nihonbashi, has an impressive mural wall. A new mural is commissioned every 3 months. Hotel guests and visitors can watch artists at work from the hotel atrium year round. The ever-changing mural is a symbolic representation of BnA's spirit to "thrive through change". Located in the basement of the hotel, Factory is an experimental multipurpose space outfitted as an art production and exhibition space, as well as an event space.

BnA STUDIO Akihabara explores ideals of Urban Tokyo Living. By staying in BnA STUDIOs unique art hotel rooms, you support visionary Japanese Artists through a profit share system.



L Nitin & Chordia

Kocoatrait Sustainable Chocolates have been awarded a Silver in the Asia Pacific competition of the International Chocolate Awards (ICA) held recently in Hong Kong. The company's promoter Nitin Chordia talks about chocolate trends.



Kocoatrait is the only award-winning chocolate in Asia Pacific to have sustainability at the core of its product offering. We have preceded the clean label trend and have offered three ingredient-based chocolates from when we launched our brand in 2019. An 87.4% score ensures that we keep motivated over the next year with an aim to achieve more and continue to

put India on the world cacao/chocolate map.

"We are pleased to demonstrate that an Indian-bean-to-bar chocolate brand focussed on being Zero Waste, Inclusive and Sustainable, produces award-winning chocolates using Indian cacao beans, is competing with the best in the world and most

importantly, winning!" , Kocoatrait Chocolates Co-Founder Poonam Chordia enthuses.

In the Indian context, for a consumer, sustainable chocolate means a bar of chocolate that is eco-friendly and planet friendly. However, from an industry, ours and a creator's standpoint, sustainability of chocolate





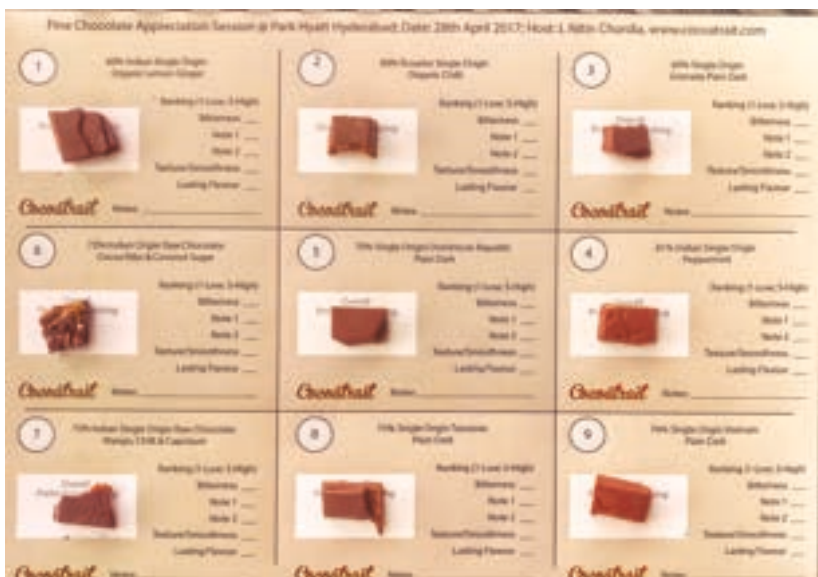
making is more than just being planet friendly. It includes continuity of offering our planet-friendly products. Most cocoa farmers have not deforested their land to cultivate cacao. The prices paid for cocoa here is more than fair trade norms.

There are several brands like Mason & Co, Paul & Mike, Naviluna, etc who make

bean-to-bar chocolate in India. The measure of standards in the chocolate industry here is more about hygiene than quality. In terms of evaluation, we can talk about flavour. Most international chocolates imported to India are mass-produced chocolate bars. They do not focus on flavour delivery. Bean-to-bar

chocolates score in terms of the fine flavour experience that it offers consumers.

India produces about 30000 MT of cocoa and imports about 1.1 lakh tonnes of cocoa and cocoa products. India will remain a net importer of cocoa beans for a long time to come since consumption is increasing and





production cannot keep pace. Fine flavour cocoa is a fraction of the total production.

Consumers have started to explore flavours and look at traditional dairy alternates. Further, a small section has started to look for organic products and also vegan

products. But the most noticeable set of consumers are looking to purchase clean label products. However, only a small fraction of the consumers buy chocolates keeping in mind health parameters. Chocolate remains an enjoyable treat and will remain so for a long time to come.

The specialty chocolate makers are too far and few and form a very small part of the very large chocolate industry. We can hope that the government recognises this as a sector that can support farmers and has the potential to increase wellness among the population.



A COFFEE HERITAGE

Mridhul Prakash

Vaishnavi Estate has its origins in the early 1900s when P. Kunhikannan started his spice business at Coorg or Kodagu district of Karnataka. As he prospered in the spice trade, he purchased the 200-acre Perumbubetta Estate in Pollibetta in 1928. He is also credited with establishing the first permanent movie theater in Coorg district, opened in 1956. Kunhikannan's philanthropic efforts further earned him respect in the community. The business continued to grow and the plantation prospered.

In the early 1970s, my father C.P. Prakash, the youngest of six sons, combined his legal education and real estate ventures in Bangalore with coffee plantation management. By 1985, he established the Vaishnavi Estate as it is currently known.

Direct to Customer Initiative

During the Pandemic, I began to look at new business models. I decided to take Robusta Coffee directly to consumers, to ensure that this coffee, carefully nurtured in the plantation reached the consumer, without any adulteration. The aim was to this sustainably, while also benefiting the local community by emphasizing local resources and hiring practices.

This venture has been a family effort, with my wife Nandini, managing the hospitality side which includes a plantation stay , where guests get to experience the life of a coffee planter. Our son, Neel, is involved in various activities including product research and promotion. We hope twin girls, Aditi and Neha will play a role

Striving for sustainability

Vaishnavi Estate employs dry



processing, which is a natural process for coffee cultivation. This method is environmentally-friendly since it doesn't require water, which contrasts with the wet processing or washed process commonly used. The use of the Natural Process highlights the estate's commitment to sustainability and reducing water consumption. This is an effort at conserving water resources while delivering exceptional coffee. We take pride in using zero pesticides in our cultivation, ensuring that every cup is not only delicious but also a responsible choice for the planet. For eco-conscious consumers,

choosing Vaishnavi Estate means savoring great coffee while supporting a brand dedicated to minimizing its environmental impact. We tell customers, join us in this journey towards a greener, more sustainable future, one cup at a time.

The focus on sustainable practices, including

An Agri- Tourism Destination

The allure of Vaishnavi Estate coffee extends beyond its historical significance and health benefits. The quality and flavor profile of our coffee stand as paramount features.

The unique terroir of their estate, combined with the family's expertise, undoubtedly contributes to the creation of coffee with a distinctive flavor profile. The careful cultivation, harvesting, and processing of coffee cherries are likely to result in beans that carry the essence of the region's soil and climate, capturing a true sense of place in each cup.

Our plantation stay o has been Featured in Conde Nast Traveller's "9 Beautiful Homestays in Coorg", which underscores the estate's exceptional appeal and its contribution to the local hospitality scene. This recognition from a prestigious travel publication highlights the unique and attractive features of the estate. We have been selected as "SuperHost" on Airbnb, awarded to hosts who meet

The Coffee Tourism Experience

Guests are taken on guided tours of the coffee plantation, where they can learn about the various stages of coffee cultivation, from planting and harvesting to processing. They have the opportunity to see the coffee plants up close, understand the importance of soil conditions, climate, and elevation, and gain insights into the estate's sustainable farming practices.

Depending on the season, guests may have the chance to participate in coffee picking. This hands-on experience allows them to harvest ripe coffee cherries and gain an appreciation for the labor-intensive process involved in coffee production. Visitors can witness the coffee processing techniques employed at the estate. The



focus on the dry-method (Natural Process) is highlighted, showcasing the estate's commitment to sustainability. Guests can observe how coffee cherries are carefully dried to extract the beans, all while minimizing water consumption.

While guests are currently involved in coffee picking and estate tours, our family's long-term vision is to create an end-to-end coffee-making experience on the estate,

Gastronomic Tourism

Guests are treated to authentic Coorg meals, with much use of locally-grown



produce. This not only offers a gastronomic delight but also supports the local community and provides an opportunity to experience the culinary traditions of the area.

In future, we want to ensure that coffee enthusiasts can engage in guided coffee cupping. These sessions will involve sampling different coffee varieties produced on the estate. Guests will learn to identify flavour profiles, aromas, and nuances that distinguish each coffee, enhancing their appreciation

for the complexity of coffee flavors.

These coffee and gastronomic experiences not only educate guests about the intricacies of coffee production but also create memorable and immersive stays. The estate's dedication to sustainability, local engagement, and providing guests with a

Opening new avenues of growth

In future, Vaishnavi Estate plans to open its own flagship cafés across India where patrons can experience the

estate's premium quality coffee and learn about its sustainable practices. This venture aims to cater to an expanding consumer network across the country.

Vaishnavi Estate aims to enter the corporate-gifting space. This involves providing its high-quality coffee products as corporate gifts, which is a popular trend among businesses looking for unique and meaningful presents for their clients, partners, and employees. By participating in

this space, the estate can extend its brand presence and share its artisanal coffee offerings with a broader audience.

The estate plans to supply its coffee products to retail and grocery stores. This strategy enables the brand to tap into the consumer market on a larger scale. Another avenue for expansion involves supplying coffee to popular restaurants. By making its products available in retail settings, Vaishnavi Estate can reach a diverse range of customers who are seeking premium quality coffee options for their homes.

These strategies focus on increasing brand visibility, consumer engagement, and market penetration, all while



Robusta Coffee

In the world of coffee, Coffea Arabica and Coffea Canephora, which has two main varieties, robusta and nganda., dominate. Both Arabica and Robusta find their unique expression within India's diverse landscapes, offering coffee aficionados an exquisite palette of flavours and aromas. Arabica beans command about 70% of the coffee-growing regions. The robusta beans, claiming the remaining 30% of India's coffee production, thrive in the sun-drenched plains of Kerala and Tamil Nadu, withstanding the rigours of India's tropical climate.

Flourishing at altitudes spanning 200 to 800 metres, these beans reveal their character through a bolder and fuller-bodied profile. Its flavours, often characterised by earthy and nutty undertones, speak to its unique ability to withstand heat and adversity of the regions where it thrives.

Indian robusta beans have etched their mark on the country's coffee landscape, contributing notably to the beloved South Indian filter coffee tradition. The robusta beans' higher caffeine content creates a bold and invigorating cup, reflecting its resilient spirit.

You can also consider a cup of Vietnamese coffee, where robusta takes the lead, where its bold, robust character

TEA BECOMES

TRENDY



—Aman Dewan

India is among the world's leading tea producers. We look at some of the Indian tea trends.

The Mittal Tea legacy dates back to the 1920s when Nikita Mittal's great-grandfather used to procure teas from tea gardens near Dehradun and supply them to British military institutions. The sourcing lines moved to Darjeeling, Assam and Nilgiris by the 1950s and Mittal Teas was known as one of the

biggest Tea garden aggregators in India . That is also when her grandfather started a tea boutique in Sunder Nagar, Delhi. He started export-worthy packaging from there as our exports to Russia and Europe had a sizeable share of the company's turnover. Her father Vikram Mittal gained the reputation of an expert tea taster and a Quality plus range of our 'Tea Sortiment' became our hallmark". While the international client was aware about different teas, we wanted to pass on the

knowledge of teas to the Indian market where at least 80% of the production per annum is consumed but mainly CTC was being sold. So once we launched in the Indian market opening more stores and supplying to Horeca segment it was the right time for us as we were one of the first ones doing specialty teas and the consumer had a great assortment to select from. That a predominantly tea-drinking nation had great potential for our teas was an understatement. Mittal teas planned to bring about a tea

revolution in the tea drinking habits of people.

Over the years, Mittal Teas were empanelled at top hotels like Taj and Oberoi for tea supplies, were awarded a certificate of appreciation from Air Force One, catered tea to the Japanese Prime Minister's delegation time and again, and built a clientele of known people. "Imtiaz Ali, Padma Lakshmi, Sheila Dixit, and many such people have visited our stores over the years. We have opened tea stores and tea rooms in India and abroad over the last six years.

We wish to convert tea drinkers into tea lovers and show them that there is more to tea than chai. Hence, Tea education became an important focus area and our Tea workshops became popular in the Hospitality Industry, getting us into the biggest hotel chains in India.

We have also been socially and environmentally responsible. We were among the first brands in the world to start handcrafted

muslin potlums, employing underprivileged women.

Recently, our new Eco-friendly Corn Starch PLA Pyramid Tea Bags that are chemical free was another step into the direction of environment sustainability. We are procuring from certified gardens. We have become known for our packaging in the Horeca sector. We support grassroots-level artisans for the making of wooden, brass and handcrafted gift boxes.

Today, we have 150 products, with an expertise and focus in the top 1% of India's teas. We have always felt that Indian tea brands deserve an international presence and there are only a handful of brands doing that. We have Tea Rooms now in Japan (Kanagawa) and strategic partnerships in France, Germany with the US launch next month. This will not only add to global Tea Sales but also encourage Indian tea growers to grow quality orthodox leaf teas rather than only machine processed ones.

Tea Trends



- Tea has grown in demand as a wellness superfood with a notable increase in tea consumption during Covid times and growing awareness post-Pandemic.

- Indian customers are asking for premium teas with eco-friendly and sustainable packaging. People are checking packaging labels for ingredients. They want to know how environmentally and socially responsible are the brands they are buying. Brand loyalty is also on the rise.

- Tea and teaware are becoming increasingly part of gift hampers for the festive season.



- The number of tea boutiques and lounges is also on the rise.
- Worldwide, floral teas and fruit infusions are the way forward. Indian Wellness Teas also forming part of the demand.
- Exotic teas like Hibiscus, Lavender, Chamomile, Ashwagandha, Turmeric and Sage are taking centre stage.
- Teas are also becoming part of bar drinks like cocktails and mocktails.
- Indian Masala Kulhad Chai is gaining popularity in the West.

- Bubble Tea has become a rage in certain countries though it started in South Asia.
- Nitro ice tea is something really cool and relatable for the youth. It is fizzy and creamy.
- E-commerce and D2C brands fuelling are fuelling the growth of the tea industry. A growing number of Investors are funding tea startups that carry a unique story. Online D2C brands also opening brick-and-mortar tea stores.

On the industry front, new-age technology is making tea production and operations

more efficient.

Tea Trends in the Hotel Restaurant Catering Sector

- Tea menus getting bigger and exclusive tea menus are now the trend. Tea retail merchandise is being displayed at hotels as souvenirs and tea gifting combo hampers are getting more popular during festivals and weddings. With the mushrooming of many startup tea brands prices are getting more competitive.
- More and more hotels are looking for artisanal and unique



tea offerings with flavours, blends and packaging customised for the property. Tea brands founded or endorsed by tea sommeliers and tea experts certainly have an advantage for the Horeca players.

- Environment-friendly packaging is a mandate from hotel chain corporate offices now before they onboard a tea vendor.
- Tea training for the F&B team, with a focus on the serving sequence is a must as more discerning tea lovers are frequenting hotels, cafes and tea lounges, asking for more information and better serving styles. Sophisticated teaware

offered by tea brands is now being used to pull customers and enhance the tea experience.

- While the afternoon tea buffet in a few premium properties such as that in Imperial has always been there, these days there is the Tandoori Chai and Blue Tea that is grabbing the attention of diners.
- Marketing is playing an important role specially when hotels collaborate with tea brands for events and online social media campaigns.
- It is imperative for tea boutiques, cafes and hotels to have trendy verticals to attract

the younger age groups.

Indian Tea Production- Problems and Prospects

—Nikita Mittal

The Challenges

- Shrinking numbers when it comes to people who want to work in tea estates has been an ongoing issue.
- Climate change is affecting productivity in tea estates.
- Cost is going up but not the rates for tea.
- The organised tea sector is



more affected than ever before.

- Many large gardens in Darjeeling & Assam are getting fragmented and selling to smaller tea growers.

The Opportunity

- We need to carve out a whole new niche of ours instead of

competing with other countries.

- A few Indian tea brands are going global which we should celebrate.

- With ecommerce and digital marketing taking center stage, the world is closer than ever before.



- The concept of eliminating middlemen actually makes sense for the end consumer. This is exactly what is working well today.

- There is a lot of potential to increase Exports to augment the tea growers' income.

- Government support is much needed to realize the opportunities and support the tea producers.

- The growth of consumer interest in Tea Rooms is exciting.

- Attention is being drawn to small tea growers to support them and market their teas.

- In the F&B market, we perceive great potential in all types of tea varieties, like Chai, Green Tea or Herbal Teas.

- Eco-friendly tea packaging is an important opportunity as sustainability is becoming the focal point of discussion.

Contributors



MARTIN MONGIELLO

Martin is a former White House Chef. He's also worked at the Camp David Resort & Conference Center as a General Manager. He has cooked for presidents of the USA and visiting heads of state. Through his recipes published in this magazine, he gives us some insight as to what presidents and first ladies of the USA liked eating.



AMAN DEWAN

Aman Dewan is a tea technologist, brand marketing and Horeca professional. He curates tea events. He is Director Growth for Mittal Teas.



NIKITA MITTAL

After acquiring BTech in 2013, Nikita Mittal donned the role of Head at Mittal Teas. With a track record of several years in the industry, she has also been associated with other organizations in the role of Product Manager.



SANDRA CARVAO

Sandra Carvao is the Chief, Market Intelligence and Competitiveness at World Tourism Organization (UNWTO). Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de



MRIDHUL PRAKASH

Managing Director at Vaishnavi Estate, Mridhul Prakash studied computer science and received his MBA in Finance from USA before returned to India where he is running his family's coffee estate. He is passionate about coffee and sustainable tourism, and is working to promote the robusta coffee of Kodagu district.



L NITIN CHORDIA

India's Certified Chocolate Taster, he is a Bean-to-Bar Chocolate and Cacao Consultant. He also provides Incubation services for bean-to-bar chocolate brands. He is the Co-founder, Kocoatrait with his wife Poonam and runs Cocoashala, an academy that trains chocolate makers.



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& Ginger**

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Berries &
Pomegranate**

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