



International Institute
of Culinary Arts,
New Delhi



IICA ONICS

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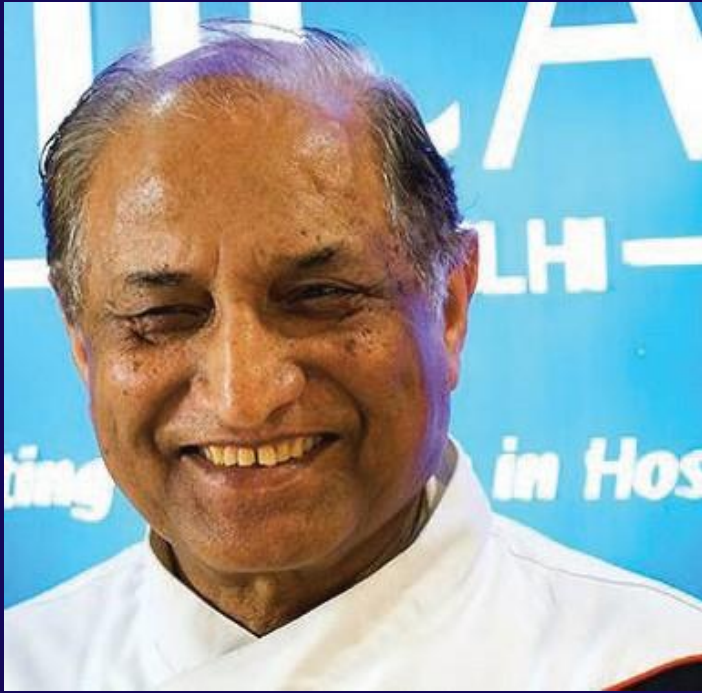


Changing Lives.

IICA, New Delhi, India's premier culinary arts and the country's first culinary institute to be accredited by the World Association of Chefs Societies (WACS).

International Institute of Culinary Arts, New Delhi founded by Chef Virender S Datta who has over 50 years of experience in the hospitality industry, the institute has been a catalyst in opening of Culinary Arts as a career opportunity and a Knowledge Hub to provide total industry support.

Chef Briefing



Future Readiness for Culinary Students

Hospitality industry has always been the preferred industry for individuals looking for an exciting career. However, COVID 19 impacted this industry most adversely, resulting in a major slowdown in business and thus career opportunity for trained professionals.

However, as India vaccinates its working population on a war footing, things are getting better and much faster than expected. It is predicted that the industry shall reach its Pre Covid-19 statuses by 2022–2023.

As a matter of fact, the hospitality industry has already showed positive signs of speedy recovery of business by city restaurants and leisure hotels.

Nevertheless, the challenge for current culinary students is to decide what to do in the meantime. Should they wait for things to return to normal, or look at options in other industries or upgrade their skills and be future ready?

Traditionally, culinary school graduates potentially contribute greater value in their job positions, because they have acquired a wide variety of skills beyond the culinary skills, which are taught at the Institute. These students have a fairly good understanding of diverse aspects of operations, including but not limited to financials, customer interaction, business dynamics, and much more.

Whereas, under normal circumstances, the initial demand is focused on your culinary skills, but now, with the changed business environment, the employers are looking for a workforce that can bring greater value to their business and thus help meet the challenges, courtesy CORONAVIRUS.

Let's have a look at how a culinary student can add value to his job position and be future ready?

UPSKILLING

With changed business circumstances of social distancing, reduced capacities of public areas (revenue generating areas) and extra focus on Personal Hygiene, workplace sanitation etc, the students can do well to acquire comprehensive knowledge of these demands and become a support in implementing the new work environment.

Multi-Skilling

You shall do well in acquiring versatile culinary expertise as opposed to being a specialist in any one cuisine. Thus, acquire additional culinary knowledge of regional and international cuisine. If you are a culinary student, take classes to learn Bakery & confectionery as well. Similarly, if you have focused on continental cuisine, learn Indian cuisine as well. With these additional skills, you shall be a more sought after employee.

Social Skills

Today's chef is no more back of the house staff. You should be able to interact with your customers and facilitate their decision-making process while making a menu for banquets or a small party.

Finance

Success of any business is directly related to its financial viability. Learn to understand food cost management techniques through menu engineering and purchasing processes.

Alternate Career Options

Being a chef is not limited to cooking only. There are multiple alternate career options that trained chefs can find very rewarding.

For example:

i) Food styling

ii) Food photography

iii) Food blogger

iv) Food author

v) Kitchen designers/celebrity chef

vi) Institute lecturer.

All these career options require specialised knowledge and skills. Start learning about them and acquire expertise in these support skills.

Communication Skills

Good communication is a key to success in any profession. It improves interpersonal relationships, both with employees, colleagues, customers and general public at large. Some of the keys to improving your communication skills are:

1. **Listen Well.** To be a good communicator, you first have to listen well
2. Be to the point
3. Effective & active voice
4. Body language
5. Take notes
6. Watch your tones

Work on these skills and you shall not only be more effective on your job but also gain respect from fellow colleagues and patrons.

Chef Virender Singh Datta

Founder & Chairman, IICA

Points to Remember!!

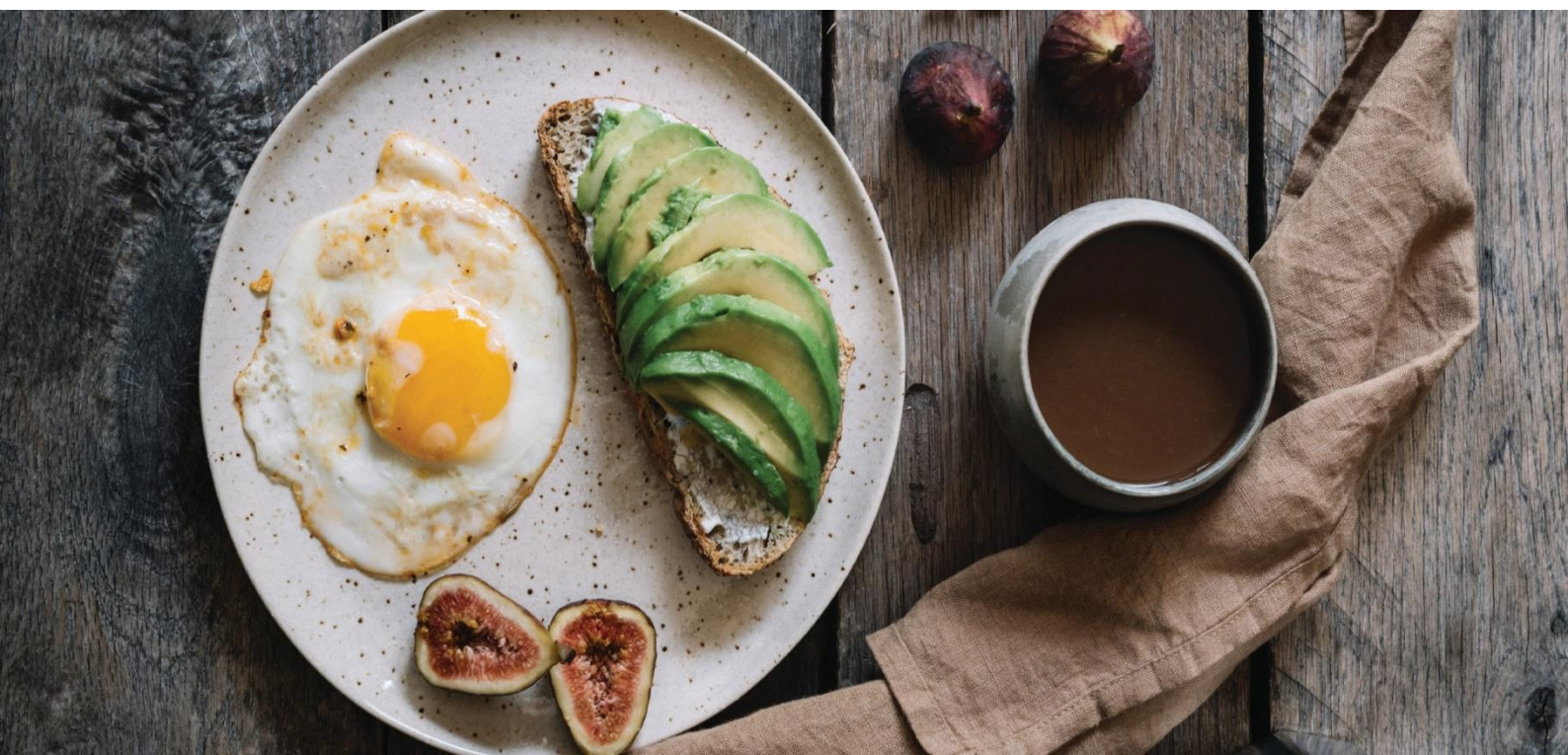
while Developing Dishes for A menu



Chef Sumit Gupta
Executive Chef, IICA

The menu is the key marketing device used by a restaurant. It states what is on offer and the client can expect that the description reflects the actual product. Developing dishes for a menu is a complex process, it should be planned carefully. Remember these points in mind:

1. **Target audience** — who is the designated client? Family restaurants, professionals who come for dinner after work, tourists? Conduct research on the target group to define their needs, income models and disposable income! Also check for competition within the
2. **Type of business** — fine dining, bistro, restaurant, formal or informal
3. **Venue size** — how many clients can you accommodate? How big is the kitchen?
4. **Equipment** — designs the menu taking into account the available equipment and distributes its use in the menu, eg. grilled, fried and pan-fried dishes to avoid cramped places when serving
5. **Skill level of staff** — make sure the menu is not too complicated so that staff can produce it to the required standards no matter what. The person present. Consistency is the key!



6. **Contents of the menu** — how many dishes, main courses, specialties? Summary of menu items

7. **Availability of raw materials** — seasonal and local products, suppliers, quality of supplies

8. **Price points** — how much can you charge for the dishes, the price is in line with the expected clientele, will the menu be profitable?

Once these points have been covered, planning and execution of the actual menu dishes should be considered:

- **Testing** — many chefs think of a dish and put it on the menu without testing it first. What may be good in your mind may actually turn out to be unsatisfactory or may require some adjustment. There are many advantages to developing a recipe from scratch and testing it:
 1. The end product can be evaluated and is specific to the standard
 2. Photos can be taken to ensure the quality
 3. The recipe can be calculated correctly and saved as standard recipe sheet
- **Food value** — assess recipes based on their food value, combine key food groups in a plate
- **Food safety** — what are the critical control points within a recipe and the menu?
- **Equipment** — you have the necessary equipment for the recipe, do you have to adapt the recipe to compensate for any gaps in the equipment?
- Do you need to substitute ingredients because of their price or lack of availability? What impact will this have on flavor or presentation?
- Will the pot be popular and help the income stream? How will its profit margin contribute to the overall cost of the menu food?
- Does the dish use any new popular or trendy ingredients/products? Will it increase its appeal?



The Day & Age of the Modern Cloud Kitchen



Arjun S Datta
Chief Operating Officer, IICA

From booking cabs, to ordering your next Smartphone; the internet has shown no limits when it comes to offering convenience. In a day & age where for over 18 months, the entire world has seen a paradigm shift in the way we work, play and even communicate with loved ones; eating has been no exception to this change.

Though the concept of being free from exceeding high overheads and being able deliver high quality gourmet food to Customer a home has been there for many years now, the pandemic has accelerated this phenomenon.

As per data provided by Statista (source-Entrepreneur.com) the cloud kitchen industry is expected to grow at a 12% CAGR or \$2 Billion (source forbesindia.com) which will overtake the expected growth at which conventional restaurants were expected to grow pre-covid.

A cloud kitchen is known to have more benefits than challenges, which are

Being further promoted by aggregators such as Zomato & Swiggy which are now being

Competed by large hotels and restaurant chains also developing their own digital infrastructure to cater to this growing market.



Benefits of starting a cloud kitchen/bakery

- **Low setup & operational cost:** remove the overheads of a conventional kitchen, fancy interiors, heavy man-power costs, heavy marketing costs and you have a cloud kitchen.
- **Scalability:** Something everyone entrepreneur is keen to look at is how can he/she expand when the time is right, and with this model all you need to do is bigger equipment, proportionate addition in manpower and you're ready.
- **Flexibility in the menu being offered:** Gone are the days when a restaurant needed to print menus; with cloud kitchens, chefs can write and rewrite menus to suit the needs of the guest.

Moving forward, there is no doubt that cloud kitchens are here to stay, the question is how far will chefs and restaurateurs go to reduce the gap between dine-in and home delivered.

Trends to look out for

Naked Kitchens where everything is cooked in front of you.
Home food cooked and delivered safely.
Vegan Cuisine & Ayurvedic Cuisine.

Experts including celebrity chefs such as Sanjeev Kapoor believe that “Keeping all these trends in mind, this is the perfect time to become an entrepreneur. India needs more food service and hospitality professionals to turn business owners.”

(Source: forbesindia.com).

At the heart of IICA and its' students who invariably have an entrepreneurial dream to start something of their own, cloud kitchens are usually at the top of the list and the institute stands committed in ensuring that whilst offering post course support to students in realizing their dream, the course curriculum itself shall evolve to ensure that students benefit from the changing times that they are a part of to become future ready.



CONVOCATION DAY



IICA STUDENT, MERRY



CULINARY STUDENTS BATCH 2018



CHEF VIRENDER S. DATTA
WITH CHEF MANJEET GILL



CHEF DEVENDER KUMAR
(VICE PRESIDENT OF FOOD
PRODUCTION)



SIMRANJEET KAUR - ADVANCE DIPLOMA
IN CULINARY ARTS (JANUARY 2019)



CHEF RAKESH SETHI (CELEBRITY CHEF)
GIVING OUT STUDENT CERTIFICATES



JITENDER PAUL SINGH RECEIVING
CERTIFICATE FROM MR. ROHIT KHOSLA (VICE
PRESIDENT OF TAJ GROUP OF HOTELS)



TANIYA KALRA, STUDENT OF IICA



CHEF MANJEET GILL (PRESIDENT OF THE INDIAN
FEDERATION OF CULINARY ASSOCIATIONS)



VIJAY VANSHU (VICE PRESIDENT AND GENERAL
MANAGER OF IMPERIAL HOTEL)

How a Michelin star Copenhagen's noma owner René Redzepi is motivating upcoming chefs to perceive the normal luxury items that belong in a high gastronomy cooking



VIKRAM SINGH

Advance Diploma in Culinary Arts
August, 2021

Redzepi believes it has a strong connection to nature and a holistic approach to see unusual seasonal ingredients showcased in creative and complex dishes. The Agenda of understanding landscapes and how to find wild food is an inspiration for using wild edibles in the kitchen. It is taking food gastronomy to the next level. He says Chefs have a new opportunity — and perhaps even an obligation — to inform the public about what is good to eat, and why. (Source: finedininglovers.com).

Nowadays it is important to understand what an individual eats because the right food choices lead to a healthy mind, body and soul with more awareness, the consumption of local seasonal naturally grown food has increased.

René Redzepi Launches Foraging App on 28 June, 2017. The app part, which is available in both English and Danish, will instruct you on how and when to forage and which plants to look out for and avoid. Redzepi hopes the initiative will serve as a model to others all over the world.

Having too many obstacles in career, the chef managed to run the show and gave experience of fantasy and a craft to match the one that made even the simplest right for something special.”

(Source: economictimes.indiatimes.com)

Culinary Trends



TANISHQ

Advance Diploma in Culinary Arts
September, 2019

A trend is an ideological bandwagon. The pillar of the symbolic identity of a human being is an ideology, which makes ‘trends’ inevitable. The motto of the culinary industry says “Consumer is king” implying, trends start with the consumer’s demands.

But paradoxically, only a mass phenomenon changes the mindset of the masses. It is interpreted by the producers even before the consumer demand reaches them.

Let’s recount the historical waves, the resultant trends of which have kept the engagement of the industry constantly growing.

- **1990–1995:** The industry made its television debut in 1991 through “Daawat” on Doordarshan and introduced our first celebrity Chef, ‘Jiggs’ Kalra.
- **1995–2000:** Globalization brought fast food through brands like, McDonalds, Pizza Hut, Wimpy’s with menus tailored to our palates. (Source: tastecooking.com).
- **2000–2005:** Fusion food was born out of the mix of Indian and International food.
- **2005–2010:** Diet culture took shape as information technology shifted the Collective consciousness with awareness on animal rights, health and fitness.
- **2010–2015:** Social media started gaining prominence as an all access platform. (Source: ift.org.com).
- **2015–2020:** Creativity soared higher than it ever has as individuals fought to stand out in the hyper-connected virtual world. Interactive, visually appealing facets of food rivaled the value of taste. Teppanyaki grills, Fire paan, Freaky shakes etc.
- **2020–present:** The global viral pandemic has dawned a fear in the masses. Hygiene and health have become the foremost priorities while the spirit of the carnival-esque era of 2015–2020 is steadily recovering from the shock. (Source: mintel.com)



Achievements and Accreditations

2020-21



OUR STUDENTS
KEEP MAKING US
Proud!

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WWW.CHEFIICA.COM

IICA'S VERY OWN,
ARUN SINGH'S RECIPE
CHOSEN AS ONE OF THE
WINNING RECIPES
FOR THE RECIPE CONTEST



HELD BY THE CALIFORNIA
WALNUTS COMMISSION-INDIA



IICA's Kajol Yadav

Batch of 2018
Advance Diploma
in Culinary Arts

joins the
legendary
**Chef Akira
Back**
at his
restaurant
**Caesar's
Bluewater,**
in Dubai.



**You've
made us
proud,
Kajol!**



International Institute
of Culinary Arts,
New Delhi
Sharing Knowledge, Building Happiness

*The proof of our
Pudding!*



IICA is the
proud
recipient of



Asia
Education
Summit
& Awards
2021
for "global
standards of
excellence and
professionalis
m in culinary
and patisserie
education."



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SRISTI CHAUHAN (BRONZE MEDALIST)



HAWAIIAN THEME CAKE (By Srishti Chauhan)



NIDHI SHARMA (GOLD MEDALIST) WITH OTHER COMPETITORS



IDAGUMLE (BRONZE MEDALIST)



How COVID 19 changed the way of teaching and learning at college.



SMRITI

Diploma in Professional Patisserie & Confectionery [Level 3]
August 2021

In a period of just a few months, the COVID-19 pandemic caused by a novel coronavirus has radically transformed the lives of masses of people around the globe, including students. Indeed, as of April 1, 2020, the number of learners required to stay at home due to the closure of their educational institution at all grade levels reached a peak of 1.598 billion from 194 countries (UNESCO, 2020). (**Source:** iiep.unesco.org.com)

COVID 19 has left a very big impact on the education of the students from schools to colleges to university. As a human every student has their own capacity & tendency to learn. During covid 19 online classes were taken but in the culinary world practicality is needed more because of the skills which are used. Now that the students have joined back the institute for their respective theory and practical classes, the student's excitement and eagerness to learn is much more than earlier.

International Institute of Culinary Arts, New Delhi made sure that the classes were engaging and that all of the students' questions were answered at the same time. When the institute resumed its offline classes, they made sure to check everyone's temperature at the door and disinfect their hands and shoes. Other regulations, such as social distancing, were also followed inside the institute and kitchens.

Food has no bounds, and during the pandemic, many people began cooking, but sometimes all you need is some guidance and the ingredients to get started. IICA hosted its online masters classes and hobby classes, giving many people the opportunity to learn a new talent or polish their existing ones. People from both sides of the border were able to attend the classes.

The COVID-19 epidemic has crossed national borders and is still spreading. It has impacted people of all nationalities, educational levels, economic levels, and genders. Education is no different. Students from wealthy homes, with the help of their parents, may be able to discover alternative learning options beyond the school doors. When schools closed, those from low-income families were

Frequently left out. While educators have worked hard to preserve learning continuity throughout this time, children and students have had to rely more on their own resources to continue studying remotely via the Internet. Higher education has been severely impacted by the COVID-19 epidemic, with colleges closing their doors and governments closing their borders in reaction to lockdown measures. Higher education institutions were fast to adopt online learning as a substitute for face-to-face lectures. During the lockdown, students were mostly bored, nervous, and dissatisfied, and expressed concerns about their future professional careers and study problems. There were too many assignments given, leaving the pupils with very little time following. (**Source:** doi.org.com).

Inspiring chefs stories celebrity/ Instagram chefs.

Amaury Guichon, a pastry chef and artist from France and Switzerland, was born on March 15, 1991. He started his culinary training at an early age. At the age of 14, he moved to France in 2005 to begin working in gastronomy at the Ecole Hôtelière Savoie Leman. He trained there for more than two years. He did not, however, give up his desire to learn more about culinary skills. As a result, he returned to Switzerland to study pastry. From 2007 to 2009, he finished and excelled in two years of pastry at Wolfsburg College. (Source: celebslifereel.com).

He won first place in the Apprentice Chocolate Showpiece Contest at this period. After discovering his true calling, he traveled to Paris to study pastry at Lenotre and get advanced expertise in the field. It should come as no surprise that he was awarded the gold prize for "Best Apprentice of France." In 2011, he returned to Cannes to take up his first management position at the Lenotre

store. He supervised five apprentices and offered introductory lessons. He was named Executive Chef at Hugo & Victor in Paris in 2012. After two years there, he moved to the United States and worked for three years at the Jean Philippe Patisserie in Las Vegas. In 2017, he went out on his own again, teaching his Master courses and enormous expertise in the world's top culinary institutions. He released his book "Art of Flavor" on December 13, 2018, in which he takes you through his 12 signature creations with a step-by-step of around sixty recipes and a variety of techniques. Maury has been inspired by the flavors of the globe for a year to reveal his most valuable secrets. He is presently working at his own Pastry Academy in Las Vegas, where he teaches a three-month intense curriculum as well as a short-term program to enthusiastic individuals and aspiring cooks. (Source: newsunzip.com)



IMAGE COURTESY: guichon's Instagram Page

How do social media play their role in the culinary world?



SUGANDHA

Diploma in Bakery & Patisserie [Level 2]
August 2021

Food, clothing and shelter are the basic necessities of life but out of these three, the importance of food has now started increasing. It is no longer just required for subsistence but now counted as an experience and social media has been a support to it. The image, form and colour of food feeds the eyes before it feeds the stomach. Along with taste, your food should have an Instagramable face. While it was a challenge for some, it has opened up new paths for many. In the past 10 years of social media, we have seen all the industries evolve around it finding their own benefits. People no longer eat to live, they live to eat and experience the food and then share their experience with the world through social media. When was the last time you went out to eat and not click a picture of your order? The food must feed your eyes as well as your Instagram feed before it feeds your stomach. People enjoy cooking not because they have to but because they want to try something new every time.

Similarly, we don't just eat to fill our stomachs anymore, we eat to fill our minds and imagination, and we eat to fulfill our need to create new experiences. The use of social media has changed how people are exposed to food and it has benefitted many self-taught chefs like and small business owners. Instagram and YouTube being the most popular platforms of the world have helped in growing the food industry. With the use of visuals, these self-taught chefs like Shivesh Bhatia (shivesh17) have started showcasing their talents to the world which were hidden before. Small bakeries or cloud kitchen owners are able to grow their business without any requirement of investments by just putting up images and videos of their menu and creations.

Not just this, it has also brought up a few new professions for food lovers and creators! The trend of food blogging has added to the point of food as an experience. From restaurant recommendations to reviews to food trends, food bloggers show us everything. Some of them would be Sarah Hussain (zingyzeit), Sameer Bawa (spiceitupwithsam), We Are Gurgaon, etc. They experience it for us so we don't have any bad experiences. Whenever we want to go out to eat, we don't take our chances, we do our best research in finding a place which is aesthetic with an instagram worthy menu.

We are also living in the age of cooking videos. Whether we are watching them to learn something or just for the sake of enjoyment, these video creators are benefitting from it. Youtube has made it easy for people who want to try new and complex recipes at home from channels like Kabita's Kitchen, Cooking Shooking, Meghna's Food Magic, etc. Millions of views can be gained just through one unique trend. During the pandemic, with so much time in hand, many of us who had never even stepped in the kitchen became chefs of their houses watching these trends and recipe videos. While there are so many advantages of food on social media, it is a challenge too. Today, everyone has become a critique. One bad review or customer experience can quickly be broadcasted as the food industry on social media is heavily dependent on word of mouth.

Mud Crab Masala



ANKITA SOBTI
Advance Diploma in
Culinary Arts
August, 2021



3 tablespoons vegetable oil, divided
1 med. onion, finely chopped (~1 cup)
1 tablespoon coriander seeds
1/2 tablespoon cumin seeds
1 whole small dried red chili
5 whole black peppercorns
2 whole cloves
1 inch of ginger, minced (~ 1 tbsp.)
3 med. cloves garlic, minced (~1 tbsp.)
1 teaspoon fennel seeds
1 cup tomato puree
1 teaspoon turmeric powder
2 medium mud crabs(650 gram), cleaned and cut into half
Kosher salt 2 tablespoons
Finely chopped fresh curry leaves (few)

1. Dry roast the walnuts on a pan.
2. Take 100 ml of water in a saucepan, add cardamom seeds, Take off the flame once the water comes to a boil. Take it off the range and add the roasted almonds, let it cool down.
3. In a bowl take 100ml water and add the gelatin powder to it, keep aside for 10 mins or till the gelatin soaks up the water
4. Now in a food processor blend the walnuts to a paste and add 50 ml cream (whip the cream before adding). Add brown sugar and blend again till it becomes a smooth puree.
5. Now take the gelatin and melt it in a microwave, Add 2 tbsp gelatin to the walnut puree.
6. Take a square cake tin and line butter paper at the bottom, Pour the walnut mixture into the cake tin keep in the freezer for 40 mins or till it sets
7. In a blender jar add mango puree, 50 ml cream(whip the cream before adding), and 2tbs white sugar. Blend till it becomes a smooth paste and then add 2 tbs gelatin and mix well.
8. Take the cake tin with the walnut puree out of the freezer, pour the mango puree on top of the set walnut puree
9. Keep it back in the freezer to set for 6 to 8 hours
10. In a pan add white sugar and heat till it becomes a nice golden brown caramel. Dip some walnuts in it using a toothpick and keep aside to cool down.
11. Take the cake tin out of the freezer and take the set walnut mango cake out of the cake tin. Cut long rectangular pieces.
12. Place the cake on a plate and garnish with caramelized walnut and mint leaves, serve cold.

No-Bake Walnut and Mango Cake



SHIVAL ANAND
Advance Diploma in
Culinary Arts
February 2021



Walnut – 200 gms + 20 (for garnish)
Seasonal Mango Puree – 200 ml
Brown Sugar – 40 gms
White Sugar – 100 gms
Cardamom – 1-piece
Double Cream – 100ml
Cocoa Powder – 40 gms
Gelatin Powder – 10 gms
Mint leaves for garnish

1. Heat 1 tbsp. oil in a heavy-bottomed saucepan (low heat until shimmering)
2. Add 1 tablespoon of chopped onion, coriander seeds, and
3. Cumin seeds, dried chili, peppercorns, cloves, ginger, and garlic
4. Cook, stirring frequently, until fragrant (about 5 minutes)
5. Turn off the heat and add fennel seeds
6. Stir to mix through and transfer to a blender or mortar & pestle
7. Blend/pound until a fine paste is formed (scraping down sides as needed)
8. Wipe out saucepan with a paper towel and add remaining oil
9. Heat over medium heat until shimmering
10. Add the remaining onion & Cook, stirring, until light brown (about 6 mins)
11. Add the tomato puree, bring to a simmer, and simmer for 5 minutes
12. Add turmeric powder and the ground spice paste
13. Stir well to combine/ continue to cook, stirring occasionally, until the oil separates and starts surfacing (Tip: Add a few drops of water if the paste tends to stick or get too dry)
14. Add the crab and salt
15. Spoon some of the sauce over the crab to coat. Cover & cook for 5 mins
16. Remove lid, stir, and continue to cook for 10 minutes, spooning the sauce over the crabs occasionally.
17. Sprinkle over the curry leaves
18. Serve immediately (with rice or bread)

How sugar changed the whole dessert making process.



ANNU NAGER

Student Relations
& Marketing Executive, IICA

Sugar provides the sweet taste and helps to make the cake soft. It additionally has a predominant influence on the structure of cake and cookies. It is rather principal to follow the recipe for a cake and cookie in view that altering the quantity of any ingredient, especially sugar, influences many different explanations. Too little sugar may cause the surface to be difficult and brown, an excessive amount of and the cake will fall. Sugar should be weighed. The sugar crystals help to incorporate air when sugar is creamed with fats in some cake recipes.

Sugars have many functions in meals, such as serving to furnish taste, texture and color, Lengthen shelf-life, and make certain safety and great. No different single ingredient can change all of the capabilities of sugars in each food and drink. Sugars can also be part of a healthy and balanced diet. Excessive consumption of calories from any supply, combined with insufficient vigor expenditure, is associated with an expanded danger of obese, obesity and non-communicable ailments. Sugars are found in nature. All inexperienced plants providing foodstuffs, together with fruits and greens, grains, as good as milk and honey, incorporate naturally-occurring sugars.

We award sugar for its sweet style, but it surely has many other functions in cooking and baking. Sugar contributes texture and browning to bake items. Yeast needs sugar to control the fermentation approach that causes bread to upward thrust. Sugar provides mouth – enjoyable bulk to ice cream and baked goods, Preserves jams, and fruits, and imparts a pleasant physique or mouth think to drinks. In non – sweet meals – salad dressings, sauces, condiments – Sugar enhances flavor and balances the normal acidity of tomato and vinegar – situated merchandise.



International Institute of Culinary Arts, New Delhi

*Sharing Knowledge,
Building Happiness*

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