



Godrej NATURE'S BASKET

F  **OOD** **2015**
TRENDS





Our Experts



VIKAS KHANNA
3 TIMES MICHELIN STAR
CHEF, RESTAURANTEUR,
AUTHOR AND FILMAKER



ATUL SIKAND
FOUNDING MEMBER OF
DELHI GOURMET CLUB



ROCKY MOHAN
FOUNDING MEMBER OF
DELHI GOURMET CLUB



VICKY RATNANI
CULINARY DIRECTOR,
EVERSTONE CAPITAL



MICHAEL SWAMY
CHEF AND FOOD STYLIST



SABYASACHI G.
MENTOR AT FABRICA BY
CHEF SABY



KUNAL KAPUR
EXECUTIVE SOUS CHEF
THE LEELA GURGAON



RANVEER BRAR
CORPORATE CHEF,
FOOD MANTRA F&B



KAREN ANAND
FOUNDER OF FARMERS'
MARKET BY KAREN ANAND



ADITYA BAL
CHEF AND FOOD SHOW
HOST



NIKHIL MERCHANT
RESTAURATEUR, FOOD
WRITER & GOURMET
CONSULTANT



KISHI ARORA
PASTRY CHEF / FOOD
CONSULTANT AT
FOODAHOLICS.IN



POOJA MAKHIJA
NUTRITIONIST, CLINICAL
DIETITIAN & CELEBRITY
FOOD GURU.



RUSHINA M. G.
CORPORATE FOOD
CONSULTANT & OWNER
OF APB COOK STUDIO



KALYAN KARMARKAR
FOOD BLOGGER



BHAKTI MEHTA
FOOD BLOGGER



AMRITA RANA
HOMECHEF



POOJA DHINGRA
OWNER AND PASTRY CHEF
AT LE 15 PATISSERIE



ANISHA BANGERA
FOOD BLOGGER AND
WRITER AT TIMES CITY



ASHRITA C.
HEALTH FOOD
BLOGGER

KEY TRENDS 2014-15

“ 2014 has been a year of experimenting. Dining out: Restaurant pop ups were popular, small plates inspired by Spanish Tapas but not limited to Spanish cuisine were served up all over and the preference for regional Indian cuisines and Modern/ Deconstructed Indian food over traditionally prevalent Punjabi, Mughlai and Thali formats was on the rise and will continue to be a growing trend in 2015. Healthy food was definitely on the menu as superfoods like Kale, Quinoa and Goji berries became household requirements. Home kitchens also experimented with organic, exotic, local and global ingredients. And all around the Indian sweet tooth ruled the kitchens outside homes and in them as we experimented with desserts from frozen yogurts to Cronuts. ”

“ Key Trends of 2014 identified by our panel will continue to grow in popularity in 2015 ”



Vegetarian Food



Organic Food

Emergence of a new avatar of Indian cuisine, great year of revisiting Indian food in terms of quality produce, going local, bringing out lesser known dishes in a new avatar, local regional food at 5 star restaurants in a new avatar, using local and organic produce. This will come in full force in 2015

CHEF KUNAL KAPOOR

“ Cooking global cuisine using locally sourced ingredients like locally made cheese, be it parmesan, gouda or farm produced vegetables. With all the import issues (FSSAI), I am turning to find good quality produce from India itself. Also, in addition to the popular Chinese and Italian cuisine, I would think Latin American food (Peruvian flavours), other Oriental flavours like Malaysian, Korean, Philippine will see demand. ”

CHEF VICKY RATNANI

Local & Fresh Produce



Healthier Food



More of health and vegan food. People will go to old school style of cooking Eating fresh, Home gardening

CHEF KISHI ARORA

Modern Indian Cusines



Regional Indian Cuisine



Sous Vide



“ Deconstructed Indian food and Regional Indian Food ”

RUSHINA M. G.

Asian Cuisine



“ Comfort food. People want to go eat street food in a restaurant. Huge upswing on Indian ”

CHEF SABY

TRENDS 2015

PREDICTION FOR *KEY FOOD GROUPS*

healthy foods

fruits &
vegetables

cheese

teas & coffee

alcoholic/
non-alcoholic
beverages

desserts

bread

cooking
ingredients

cooking
techniques

cuisines





health is the new *wealth*

Health is a priority and healthy alternatives are continuing to grow. The focus will shift from imported exotic super foods to ancient grains & local ingredients such as millets, local greens in both professional and home kitchens.

Organic food is stabilizing and will grow. Ready to eat healthy food as a category is going to offer much to explore in 2015.



Ready to eat healthy meals: salads etc.

OUR TOP 5 RECOMMENDATIONS



1

KALE

Kale is one of the healthiest vegetables around and has brilliant cholesterol lowering abilities especially when steamed.

CHIA

Derived from a flowering plant native to Mexico, it is exceptionally high in fibre and have gained tremendous popularity of late. Combine them in your cereals, yoghurts or blend into juices and smoothies

2



QUINOA

Great source of fibre & protein. Helps maintain weight and supports weight loss

3



GOJI BERRIES

This super food is cultivated in China and is power packed with anti-oxidants and nutritional fiber. Add these to your morning mix of oatmeals and porridge, muffins, cookies, blend them into your favourite juices or smoothies or simply pick a handful to have on the go!

5



4



ALTERNATIVE GRAINS:
 MILLETS, RAGI, BROWN RICE ETC



the green *evolution*

With a growing health focus, greens like kale, chards, avocados will become a part of our daily diets. Micro-greens, edible flowers hold potential to grow.



AVOCADO

Avocados are a good source of healthy fats and antioxidants, in addition to containing high levels of potassium, fibre and various vitamins like vitamin C, E, K and B-complex.

Take out the flesh just prior to use or it will discolour. Use raw. Cooking avocados makes them bitter & destroys their benefits.



SWISS CHARD

One cup of chopped Swiss chard has 35 calories and is rich in Vitamins A, K & C. Regulates blood sugar and promotes bone health.

Eat young tender chard leaves with stems raw in salads & sandwiches. Saute mature leaves and stems with garlic till wilted like spinach and serve topped with sesame seeds.



BERRIES

They may be little but mulberries, blackberries, raspberries and blueberries are big on antioxidants with anti ageing properties and essential dietary fiber.



EDIBLE FLOWERS

Flowers are used for their colour, shape fragrance and taste. They can be used to garnish soups, salads, desserts or as tea or wine infusions, made into syrups for beverages or dried and used as herbs. Use tiny flowers to decorate cupcakes, stuff larger blossoms with cheese, herbs and fry or freeze into ice cubes. The petals can be dried and added to jams, preserves or candied for garnish on cakes.





SAY *CHEESE*

Cheese will grow in popularity. There is a tiny but significant rise in small dairies and home cheese makers which will grow. Artisanal, cheeses with stronger flavours, smoked cheeses and cheeses with fruits / alcohol / wine and nuts in them in various combinations will be of interest.



Artisanal cheese



Cheese with Asian herb flavorings



Local, freshly made cheese



Flavoured Cheese
 Red & Green Pesto Cheese



Smoked Cheese

NATURE'S BASKET **RECOMMENDS**

MEET YOUR *MEAT*

Variety of available meat options will grow. More shellfish on plates, better quality meats, proper cuts and with health in focus, there will be a call for more healthy, lighter and leaner meats.

“India is on a threshold of a big meat revolution. We will be exposed to best meat available. Big players getting into the meat environment”
 ROCKY MOHAN



Shell Fish
 (Oysters, Scallops)



Pork Ribs



Chicken



Quali Eggs



Flavored / Smoked Meats / Cured Meats



Mutton (Goat Meat)

WHAT'S **HOT**



BEYOND A CUTTING CHAI

Teas from lesser known parts of the country are making it big. Tea ceremonies and emphasis on aesthetics is growing. The consumption of exotic coffee is also on a rise.



Exotic Coffee



White Tea



“Teas have always been there, I see exotic coffee being on the rise”
 ATUL SIKAND

Blooming/
Flowering Tea



Tea Blends



Tisanes
(Herbal Tea)



Flavored
Green Teas

Tea is no more a habit, it's become an experience. White tea, speciality teas. People have learned to relish tea.
 KALYAN KARMARKAR

WHAT'S HOT



WHAT'S BREWING

Artisanal beer is really going to be the poison of choice in 2015 as breweries boom.

Wine is also on a steady rise. We will also see the rise of the home bartender as hobby mixology grows with aficionados wanting to learn about liquor, wine, pairing alcohol and wine.

“Gourmet beers, specialized beers, flavoured ones. Manifestation of beers in all avatars”
 CHEF RANVEER BRAR

JUICE IT UP!

Focus is on fresh cold press juices, using ingredients that go beyond fruit with healthy vegetables like Kale. Smoothies blended fruit and vegetable juices, cocktails and mocktails made from fresh extracts will be popular.



Artisanal/ Craft /
Freshly Brewed Beer

“Wine and beers from different parts of the world, fresh ingredients based cocktails, move towards fresher juices rather than mixers and syrups that are available”
 CHEF ADITYA BAL



Vodka/
White Spirits



Apple Cider



Wine (Mulled Wine/ Local Wines /Fine Wines)



Pre-mixed,
Infused Cocktails



Fresh Ingredients
Based Cocktails



Single Malt

WHAT'S HOT



END YOUR MEAL ON A *HIGH*

Baking and desserts have been hot in 2014 and will continue to hold fort in professional and home kitchens in 2015.

TRY THIS PEAR & PLUM MASALA CRUMBLE



WHAT YOU' LL NEED

- 5 (about 800g) pears, peeled, quartered, sliced
- 3 plums or lychees
- 2 teaspoons fresh lemon juice
- 1/4 teaspoon garam masala
- 1 teaspoon grated orange rind
- 1 tablespoon brown sugar
- Low fat vanilla yoghurt, to serve crumble mixture
- 100g butter, melted
- 1/3 cup (70g) brown sugar
- 1 cup (90g) rolled oats
- 1 cup (70g) fresh cake crumbs

HOW TO MAKE

Preheat oven to 180°C. Cook the pears, plums, lychees, lemon juice, spice, rind and sugar in a saucepan, covered over a medium heat for 5 minutes or until the fruits are kind of soft. To make the crumble; combine the butter, sugar, oats and cake crumbs. Divide the pear mixture among 6 x 200ml ovenproof dishes (strain off a little liquid if necessary). Sprinkle with crumble mixture. Place on baking tray. Bake until golden. Serve with yoghurt.



RECIPE SPECIALLY
 DEVELOPED BY
 CELEBRITY CHEF
 VICKY RATNANI

1

HEALTHY, LIGHTER FRUIT OPTIONS

will prevail with the huge growth in healthy alternatives.



2

Growing trend of DECONSTRUCTED TRADITIONAL DESSERTS

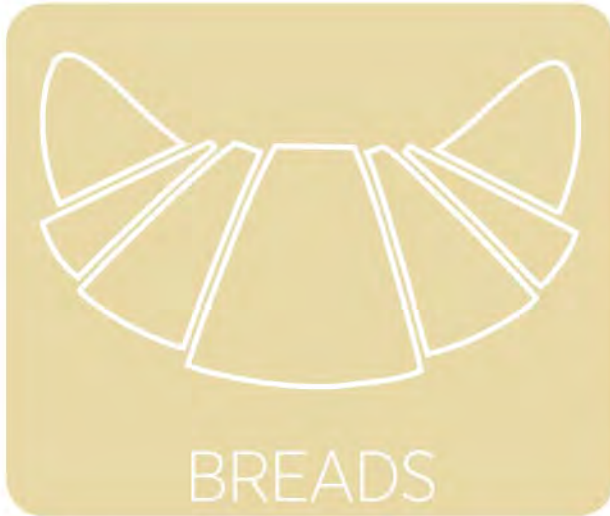
will also offer more to experiment with.



3

INFUSION DESSERTS WITH UNUSUAL FLAVORS –

savory accents, spicy notes will be popular. Desserts with salted caramel, tea infusions and the likes to name a few



HAPPINESS IS WARM BREAD

Shift away from white bread has become the norm, we will see increasing use of local grains like jawar, bajra , ragi in our breads

Sourdough will start making a stronger appearance in the market. Gluten free products are also being made more interesting.



Artisanal Breads



GLUTEN FREE



Gluten Free Breads



Variety Grains



Organic Breads



Sourdough Breads

Sourdough breads are made from the naturally occurring yeast and bacteria in flour. In traditional sourdough recipes, you'll find three ingredients: sourdough starter (which consists of flour and water), salt and flour. It's about as natural as you get when it comes to bread.

WHAT'S HOT



trending **INGREDIENTS** for 2015

Edible flowers and microgreens should go beyond just using them for garnishes. The onus will be on the freshness which means that they will literally be grown in-house and served off the soil.

This is the year of local super foods. Quinoa is being used a lot now. Indian super foods such as Amaranth / Ram Dana will grow.



Amaranth

“ Artichoke, asparagus and even coloured carrots and capsicum are still unexplored territory to most Indians and if introduced well by good chefs will definitely make a mark on the changing culinary scene in India There are actually several ingredients, micro greens and edible flowers. Go beyond just using them for garnishes. India used to have over a thousand species of rice. A revival of some of them would be interesting and essential and take one beyond just Basmati and Kolum.”
 CHEF MICHAEL SWAMY

Microgreens will find their way onto tables including herbs which have intense flavours. There are various cooking ingredients uncommon to India such as variation potatoes and yams (tubers) as we are used to a common variety as well as herbs and mushrooms (like truffles) which will make their way into the cuisines served in the country

NIKHIL MERCHANT





the art of cooking

Chefs are very excited about the possibilities of Sous Vide in professional kitchens as molecular gastronomy continues to be explored. At the home front, wider adoption of slow cooking and traditional cooking techniques such as cooking in cast iron pots and clay emerges as a growing preference.



“**BAKING** will go beyond cakes & cupcakes. Long, complicated ingredient lists are giving way to simple natural ingredients, that anyone can understand thereby making baking fresh breads at home far more common than before...”

“**SLOW COOKING IN IRON OR CLAY POTS** The extended cooking times allow better distribution of flavors in many recipes. Even traditionally tougher cuts of meat become tender in slow cooking.”



“**SOUS-VIDE** is a method of cooking in a water bath or in a temperature-controlled steam environment for longer than normal cooking times at an accurately regulated temperature. The intention is to cook the item evenly, ensuring that the inside is properly cooked without overcooking the outside, and retain moisture. It is a highly technical method of cooking that is immensely rewarding and yields result that are nearly impossible to achieve by traditional means.”





GOING *GLOCAL*

Italian, Chinese, Thai, Japanese are well established and continue to hold their own. There is a growing preference for comfort/domestic food, India is rediscovering Indian cuisines as Chefs deconstruct it, play with it and do magic with molecular gastronomy. Modern/fusion Indian will grow.

As will the interest and exploration of traditional regional, sub regional cuisines- international & domestic- Latin, Peruvian, Vietnamese, Lebanese, Assamese and Bihari to name a few.



Regional Indian cuisine will take centre stage. Not the standard flavours. New flavours, coastal flavours, rustic flavours of Rajasthan, thalis from Gujarat and the south and Bihari cuisine. Indian food going abroad is going to be based on this kind of cooking.
CHEF ADITYA BAL

“Indian cuisine is undergoing a refinement stage. It is becoming a lot more pure and chefs are concentrating on authentic flavours yet contemporizing the dishes. The experience matters and world around (including India) - Indian cuisine is in focus with it's complex nature and strong flavours. The onus will be on the lesser known cuisines of India trying to make their presence felt in the culinary world due to their varied technique and application of ingredients.”
NIKHIL MERCHANT

Modern Indian influenced with molecular gastronomy has turned eye balls and will continue to grow for 2015.
BHAKTI MEHTA



Modern Indian Cuisine



“What Indian Accent or Masala Library has done, Indian food presented in the most niche way will ofcourse build the popularity.”
AMRITA RANA





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