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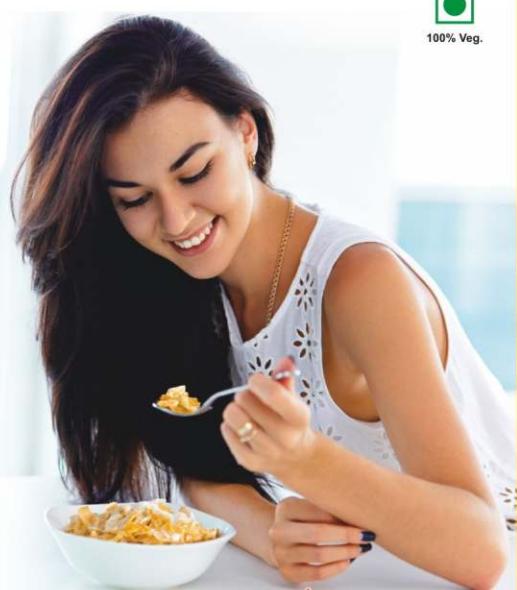
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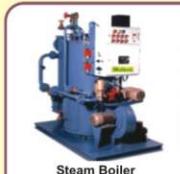
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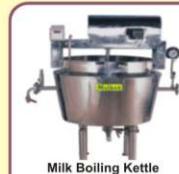
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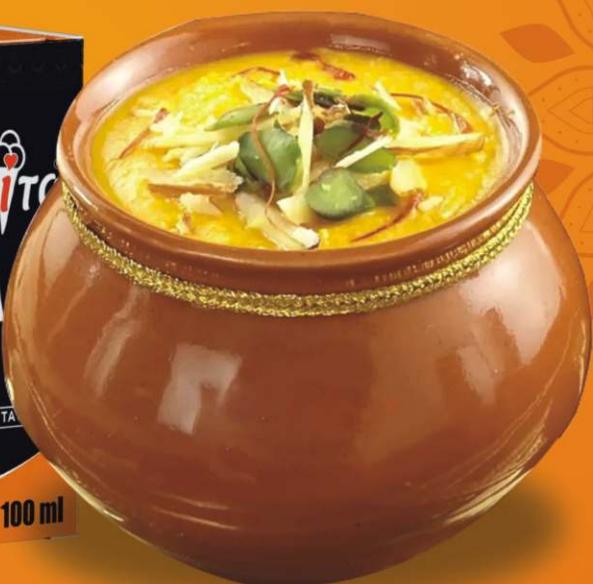


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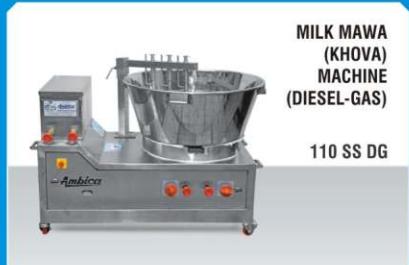
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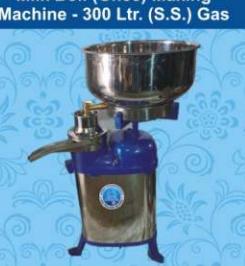
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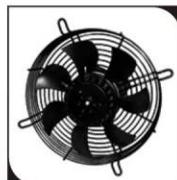
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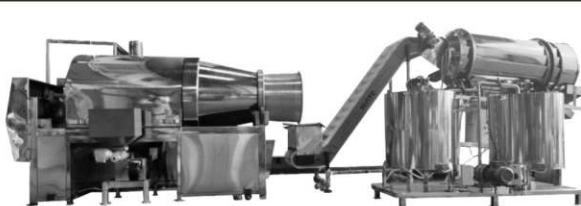
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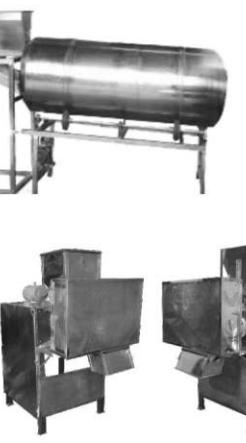
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Several Newsworthy Snippets

Patanjali Foods Ltd, renowned for its specialization in edible oils, declared its strategic move on to evaluate a proposal aimed at acquiring the non-food business segment of Patanjali Ayurved, under the leadership of Baba Ramdev. In an official regulatory disclosure, Patanjali Foods disclosed that its board had meticulously reviewed an initial proposition from Patanjali Ayurved Ltd concerning the potential divestment of its non-food business to Patanjali Foods. "The board has tentatively sanctioned the exploration of avenues to synergize with Patanjali Ayurved's non-food portfolio on a strictly arm's length basis," as per the regulatory filing. Furthermore, the board has authorized designated officials to conduct comprehensive due diligence, engage professional advisors, negotiate terms, and subsequently present their findings to both the Audit Committee and the board for further deliberation. Notably, Patanjali Foods has been vigorously broadening its product spectrum, as evidenced by its acquisition of Patanjali Natural Biscuits Pvt Ltd's biscuit division for Rs 60.03 crore in May 2021, followed by the procurement of the noodles and breakfast cereals segment for Rs 3.50 crore in June 2021, and the food division for Rs 690 crore in May 2022, all from Patanjali Ayurved. The proposal extended by Patanjali Ayurved is perceived as potentially augmenting Patanjali Foods' product lineup with an array of brands, thereby stimulating revenue and EBITDA growth, the company noted. Established in 1986, Patanjali Foods Limited, formerly known as Ruchi Soya Industries Ltd, holds a prominent position in the FMCG landscape, operating across edible oils, food & FMCG, and wind power generation, showcasing popular brands such as Patanjali, Ruchi Gold, and Nutrela.

In response to recent regulatory changes affecting the health drinks category, Hindustan Unilever (HUL) has undertaken a notable rebranding initiative. The company announced the renaming of its 'health food drinks' category to 'functional nutritional drinks' (FND), accompanied by the removal of the 'health' label from its iconic product, Horlicks. This adjustment follows directives from the Ministry of Commerce and Industry instructing ecommerce platforms to revise the categorization of beverages. During the earnings press conference on April 24, Ritesh Tiwari, HUL's Chief Financial Officer, formally unveiled the rebranding strategy. Tiwari emphasized that the transition to the FND designation offers a more precise and transparent description of the category. He also underscored the significant growth potential within the FND market, highlighting current under-penetration. The regulatory scrutiny surrounding the health drinks category is rooted in the absence of a clear definition for 'health drinks' under the Food Safety and Standards Act 2006. The Food Safety and Standards Authority of India (FSSAI) has recently directed ecommerce platforms to refrain from labeling dairy, cereal, or malt-based beverages as 'health drinks' or 'energy drinks' due to this legal ambiguity. This regulatory action aims to mitigate consumer confusion and curb misleading

advertising practices. These developments come amidst concerns over high sugar levels in beverages, exemplified by recent scrutiny of Mondalez India-owned Bournvita. The government's instruction to ecommerce websites to revise the classification of Bournvita and similar beverages reflects the ongoing efforts to align with regulatory standards. In a separate controversy, Nestle faced allegations regarding sugar content in its infant milk products sold in less affluent nations, including India. The Food Safety and Standards Authority of India (FSSAI) initiated an inquiry into the matter to ensure compliance with nutritional standards. Nestle has reaffirmed its commitment to product quality and pledged full cooperation with the investigation. As regulatory scrutiny intensifies, companies like HUL and Nestle are navigating evolving standards to ensure transparency, compliance, and consumer trust in their product offerings.

The government announced that it will enforce mandatory testing for ethylene oxide (ETO) contamination in spice exports destined for Singapore and Hong Kong. ETO, classified as a carcinogen, has prompted concerns following a ban imposed by both countries on specific spice exports from Indian brands such as MDH and Everest. Allegations of ETO presence in certain spice products exported by these companies have led to heightened scrutiny. In response to these developments, the government has extended the mandatory testing requirement for ETO contamination to spice shipments bound for other countries as well. This decision follows consultations between the commerce and industry ministry, the Spices Board, and industry stakeholders. Currently, spice exports to Singapore and Hong Kong are subject to mandatory testing for aflatoxin, a carcinogen, and Sudan I-IV, a dye. However, ETO testing is already compulsory for consignments intended for the European Union and the United Kingdom. An official emphasized that the government consulted with exporters before implementing these mandatory standards. The government's action comes after Singapore reported ETO levels exceeding permissible limits in Everest's Fish Curry Masala, while Hong Kong detected the pesticide in three products from MDH-Madras Curry Powder, Mixed Masala Powder, and Sambhar Masala-alongside Everest's Fish Curry Masala. India is currently conducting inspections at the facilities of prominent spice manufacturers MDH and Everest to ensure compliance with quality standards. This action comes in the wake of allegations raised by Hong Kong, which halted the sale of certain products from these companies due to suspected high levels of a carcinogenic pesticide. Hong Kong's suspension of sales this month included three MDH spice blends and an Everest spice mix specifically designed for fish curries. Similarly, Singapore initiated a recall of the Everest spice mix, citing elevated levels of ethylene oxide, a substance deemed unfit for human consumption and associated with long-term cancer risks. MDH and Everest spices enjoy widespread popularity in India and are distributed across Europe, Asia, and North America, contributing significantly to the country's spice exports, which amounted to \$4 billion in 2022-23 according to the Spices Board, the industry regulator in India. In response to the situation, the Spices Board has engaged with relevant authorities in Hong Kong and Singapore to gather data on MDH and Everest exports. Concurrently, the board has commenced inspections at the plants of these companies to identify the root cause of the issue and ensure adherence to regulatory standards. The Spices Board has also announced the implementation of mandatory testing for ethylene oxide in spice shipments destined for Singapore and Hong Kong. Additionally, it has pledged strict monitoring of shipments to other countries to prevent contamination. While Everest has asserted the safety of its spices

(Continu page 8)

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LETTER FROM THE EDITOR - IN - CHIEF



Universal Cuisine Culture

So far the global cuisine culture is concerned, the present third millennium is now the proper time to reverse the famous Spanish Proverb : "The Belly rules the Mind !" The blissful-peaceful life demands a differt kind of the liberty to eat our choicest foods including leaves of grass and also flowers of the garden. To Mark Twain, the part of the secret of success in life is to eat freely what we like and let the food fight it out inside. The history of the Floriated Food cuisine is no less romantic. The colours and fragrances of the flowers are meant for aesthetes, but the flowers commodified are meant for the chefs, who know well the culinary flower power. Despite the dissuasivity by Jean kerr, who says : "Please Don't Eat the Daisies !", the chefs of the Magacities like London or Paris continually be fool the eaters by shifting the blooms from the florally decorative dinner-tables to their plat djour. In India only flower we use in food is culiflower, not flower, but vegetable. But today flowers like roses and nasturtiums are profusely used as the food commodities by the chefs out of their experimental love to the detriment of our natural flora and fauna !



(Prof. Dr. J. J. Trivedi)

(Continu from page 6)

and the rigorous clearance process they undergo before export, MDH has yet to comment on the matter. The Spices Board remains committed to addressing these concerns and safeguarding the reputation of Indian spice exports through comprehensive regulatory measures.

Ahmedabad-based Energy Beverages' Clear Premium Water has achieved a significant milestone by reaching 1,600 HoReCa (Hotels, Restaurants, and Catering) clients in March 2024, marking a substantial increase from just 90 clients in 2020. Currently, the HoReCa sector accounts for 50 percent of the brand's total sales, showcasing its growing influence in the hospitality and catering industry. Nayan Shah, Founder & CEO of Clear Premium Water, expressed the company's commitment to market expansion and strengthening its leadership position in the HoReCa segment while maintaining a focus on delivering exceptional quality and service. This achievement underscores Clear's dedication to meeting the diverse needs of its clientele. With a production capacity exceeding 50 lakh bottles per day, Clear Premium Water is available at over 80,000 retail outlets nationwide, facilitated by a network of 1,000 distributors. As the brand continues to broaden its footprint and impact, it remains steadfast in upholding its core values of quality, sustainability, and social responsibility, ensuring a positive contribution to both consumers and society at large.

Catch Spices, a flagship brand of the Dharampal Satyapal Group (DS Group), proudly announced its induction into the coveted Rs 1000 crore club. Boasting an impressive year-on-year growth rate of 24% over the past two years, Catch Spices is poised for further expansion and prosperity. With a forward-looking vision, the brand sets its sights on achieving a compound annual growth rate (CAGR) of 30% over the next five years. To fuel its ambitious growth

plans, Catch Spices is embarking on a multifaceted strategy that includes tapping into modern-format stores and e-commerce platforms, including quick commerce platforms. Diversification remains a key pillar of its expansion, with forays into pastes, gourmet gravies, grinders, herbs, and pink rock salt, alongside ongoing development of new products. Strengthening its market presence and driving growth entails enriching its product offerings, with a keen focus on digital-first products and regionalization tailored to local tastes. Rajiv Kumar, Vice Chairman of DS Group, attributes Catch Spices' milestone achievement to its unwavering commitment to excellence and consumer-centric approach. He underscores the brand's reputation for consistent quality and reliability, shaped by a deep understanding of evolving consumer preferences. Despite challenges posed by regional competition and fluctuations in commodity rates, Catch Spices remains resilient and adaptable. Surpassing industry benchmarks, the brand has outperformed the packaged spices industry in India, which stood at approximately Rs 34,000 crores in 2023, witnessing an 18% growth. Catch Spices achieved a growth rate of more than 23%, with volume growth exceeding double that of the industry. With acclaimed brand ambassadors like Akshay Kumar, Bhumi Pednekar, and Kirti Kharbanda, Catch Spices has garnered widespread acclaim for its campaign 'Kyunki khana sirf Khana nahi hota' (Because food is more than just food). This positioning underscores the brand's belief that food embodies emotions, memories, bonds, traditions, and values, fostering a deeper connection with consumers beyond mere functionality to emotional resonance. Leveraging market trends, Catch Spices is intensifying its focus on digital marketing to engage with consumers effectively. Additionally, the brand is forging successful partnerships and initiatives to enhance market penetration, including co-promotions with consumer brands and trade loyalty programs.

Quick-service restaurant chain Wow! Momo announced that



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it has successfully secured Rs 70 crore in its latest funding round from Z3Partners. This funding injection comes as a significant boost for the chain, which operates under three distinct brands: Wow! Momo, Wow! China, and Wow! Chicken. The primary allocation of funds will be directed towards accelerating growth and expansion initiatives, as well as bolstering its distribution network and investing in research and development (R&D) for its FMCG arm. Sagar Daryani, CEO of Wow! Momo, expressed gratitude for the confidence shown by investors, emphasizing the company's unwavering commitment to sustainable growth. He highlighted the resilience and focus of the team, emphasizing their determination to drive positive change in the industry. This latest round of funding builds upon the momentum generated by a previous infusion of Rs 350 crore from Khazanah Nasional Berhad, the sovereign wealth fund of Malaysia. The continued support from investors underscores the company's promising trajectory and potential for further expansion. Rishi Maheshwari, Managing Partner at Z3Partners, commended Wow! Momo's position as a shining example of India's vibrant entrepreneurial landscape. He praised the chain's dedication to building a high-quality food business at scale, driven by its exceptional execution capabilities. Maheshwari noted that this investment aligns perfectly with Z3Partners' strategy of supporting scalable businesses with sizable market opportunities, particularly those leveraging technology to enhance operational efficiencies throughout the value chain.

Varun Beverages Ltd, PepsiCo's leading franchise bottler, announced the successful completion of its acquisition of South Africa-based Beverage Company (BevCo) and its wholly-owned subsidiaries. The acquisition process concluded after obtaining necessary approvals from PepsiCo Inc and the Competition Commission South Africa. As of March 26, BevCo officially became a subsidiary of Varun Beverages Ltd, as stated in a regulatory filing.

Varun Beverages Ltd also provided a corporate guarantee amounting to ZAR 1,500 million (approximately Rs 660 crore) to secure credit facilities extended to BevCo by FirstRand Bank. However, the company clarified that this corporate guarantee would not impact its operations. Back in December 2023, Varun Beverages Ltd had revealed its intentions to acquire a 100% stake in BevCo, along with its wholly-owned subsidiaries, at an enterprise value of around Rs 1,320 crore (approximately ZAR 3 billion). BevCo holds valuable franchise rights from PepsiCo in South Africa, Lesotho, and Eswatini, along with distribution rights for Namibia and Botswana. Additionally, BevCo boasts a portfolio of beverage brands such as Refreshhh, Reboost, Coo-ee, and JIVE. With five manufacturing facilities strategically located across South Africa, BevCo has an installed capacity of 3,600 bottles per minute (BPM). Varun Beverages Ltd views this acquisition as an opportunity to expand its geographical presence in Africa, leveraging South Africa's status as the largest soft drinks market on the continent, with a projected CAGR of 5.3% until 2027. Varun Beverages Ltd, operating on a calendar financial year, reported a net revenue of Rs 16,042.58 crore in 2023, marking a notable increase of 21.8%. With a partnership spanning over three decades with PepsiCo, Varun Beverages Ltd continues to expand its business by increasing the number of licensed territories and subterritories. Varun Beverages, the prominent bottler for beverage giant PepsiCo, announced the commencement of commercial production of soft drinks and energy drinks at its newly established facility in Gorakhpur, Uttar Pradesh. The firm, promoted by the Jaipuria family, also disclosed plans to initiate production of juices and value-added dairy products at the same location, as stated in a regulatory filing by Varun Beverages Ltd (VBL). In its official statement, VBL confirmed the start of commercial production for carbonated soft drinks and energy drinks at the Gorakhpur facility, with plans to expand into juices and value-added dairy products in the near future. The company revealed that it is investing



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approximately Rs 1,100 crore for this greenfield project. Highlighting its expansion strategy, VBL outlined plans to enhance production capacities in the juices and value-added dairy products segments throughout 2024. Operating across six countries, VBL's net revenues in 2023 were predominantly derived from three markets in the Indian Subcontinent-India, Sri Lanka, and Nepal, accounting for 83% of its total revenue. The remaining 17% was contributed by three African countries-Morocco, Zambia, and Zimbabwe. With Varun Beverages accounting for over 90% of PepsiCo's beverage sales volume in India, the company plays a pivotal role in manufacturing, marketing, and distributing a wide range of PepsiCo-owned products. This diverse portfolio includes carbonated soft drinks, carbonated juice-based beverages, juice-based beverages, energy drinks, sports drinks, and packaged drinking water. Operating on a calendar financial year basis, VBL reported net revenues of Rs 16,042.58 crore in 2023, showcasing its significant presence and robust performance in the beverage industry.

In a noteworthy reversal of trends observed during FY22 and FY23, prominent players in the kitchen staples and daily needs sector, including Adani Wilmar, Marico, ITC Ltd, and LT Foods, are experiencing a resurgence in consumer preference for branded packaged staples. This shift marks a welcome relief for the industry, as the decline in commodity prices prompts consumers to revert to trusted brands over loose items. Angshu Mallick, Managing Director at Adani Wilmar, emphasized this shift, noting that the crash in prices has led consumers back to branded products, with popular brands now experiencing faster growth rates compared to others. This conversion is particularly evident in rural markets. Adani Wilmar's recent fourth-quarter result update showcased a remarkable 15% growth in branded edible oil sales during FY24, surpassing the overall segment growth of 10% year-on-year. Similarly, Marico Ltd, the nation's largest branded coconut oil manufacturer, reported

low single-digit volume growth for its leading brand Parachute Coconut Oil, attributing it to the continued revival in conversions from loose to branded packaging amidst firming copra prices. This trend extends beyond edible oils to staples like atta, pulses, rice, and tea, with notable shifts from loose to branded packaging. Packaged atta recorded a growth rate of approximately 12% last fiscal, while packaged rice saw an approximate 8% growth, outpacing the sluggish performance of loose categories. Ashwani Arora, CEO and Managing Director of LT Foods, expressed optimism about the company's packaged basmati sales, which surged by 11%-12% in FY24 compared to the previous fiscal, exceeding industry growth rates. Similar conversions are witnessed in segments like sugar, besan, and tea, with branded products growing at 2-3 times the pace of the loose market. Viren Shah, Managing Director of Jivraj Tea, echoed this sentiment, highlighting a resurgence in the branded tea segment, which grew by 5% last fiscal following a decline in previous years due to high prices. The return of consumers to trusted brands signals a positive outlook for the industry, driven by favorable commodity prices and renewed confidence in branded packaged staples.

Packaged food company Annapurna Swadisht Ltd unveiled its acquisition of the 'Arati' brand mustard oil from R R Proteins and Agro Ltd (RRPAL) for Rs 28 crore. This strategic move marks Annapurna Swadisht's entry into the edible oil segment, enhancing its FMCG portfolio significantly. The Rs 28 crore consideration encompasses the cost of acquiring both the manufacturing unit and the brand, as confirmed by a company spokesperson. Financing for the transaction will be sourced through a blend of internal accruals and debt. With a production capacity of 9 lakh litres of oil per month, RRPAL's acquisition empowers Annapurna Swadisht to venture into a new business vertical of edible oil, offering promising growth prospects. Shreeram Bagla, Managing Director of Annapurna

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Swadisht Ltd (ASL), expressed optimism about the acquisition aligning seamlessly with the company's overarching strategy to establish a strong presence in the packaged food industry, particularly in the semi-urban and rural markets of India. To maximize the potential of the 'Arati' brand mustard oil, ASL plans to leverage its existing distribution network in tier III, IV, and V towns across eastern and northeastern regions. The company intends to boost sales by introducing affordably priced consumer packs priced at Rs 10 and Rs 20, catering to the burgeoning demand in these markets. Currently, ASL specializes in manufacturing snacks and beverages, offering a diverse range of around 75 SKUs across 10 broad categories. Its products are distributed through a network of over 6 lakh retail touchpoints, primarily concentrated in Bihar, Jharkhand, West Bengal, Assam, Odisha, and Uttar Pradesh.

In the realm of chocolates and ice creams, a bitter reality is emerging: the surging costs of cocoa are starting to take a toll on the bottom line of major players. According to a report, both traditional chocolate makers like Amul and renowned ice cream brands like Baskin Robbins and Havmor are grappling with the repercussions of higher cocoa prices. Amul, a significant contender in the chocolate market, is contemplating a substantial price increase for its chocolate products. Jayen Mehta, Managing Director at Gujarat Cooperative Milk Marketing Federation (GCMMF), the umbrella organization for Amul, disclosed that the price of cocoa beans in India has skyrocketed to Rs 800 per kg from its previous range of Rs 150-250. Mehta stressed the inevitability of passing this cost burden onto consumers, projecting a hike of 10-20% in chocolate prices within the next two months. Despite the impending price hike for chocolates, Amul aims to maintain current prices for its ice creams and beverages, recognizing the challenges associated with adjusting prices for seasonal products. Mehta expressed confidence in the competitiveness of their offerings, anticipating

minimal impact on market share. Similarly, Baskin Robbins, a popular American ice cream brand in India, is feeling the pressure of rising cocoa prices. Mohit Khattar, CEO at Graviss Foods, the master franchise holder for Baskin Robbins in India, revealed that cocoa-based ingredient prices have surged by 70-80%. However, the company has chosen to absorb these increased costs for the time being, refraining from an immediate hike in consumer prices. Khattar indicated that they would reevaluate the situation post-summer season, remaining optimistic about sales performance. Havmor Ice Cream, which had previously adjusted prices earlier in the year to counter inflation, is also devising strategies to mitigate the impact of cocoa price hikes. Komal Anand, Managing Director at Havmor, emphasized the ice cream market's sensitivity to pricing changes. Anand disclosed that the company had proactively secured long-term pricing contracts in anticipation of such challenges, aiming to maintain current price levels despite the surge in cocoa costs. As cocoa prices continue to climb, chocolate and ice cream brands find themselves navigating a delicate balance between maintaining profitability and retaining consumer loyalty. The decisions made by industry leaders like Amul, Baskin Robbins, and Havmor will undoubtedly influence pricing dynamics in the coming months, shaping consumer choices in the chocolate and ice cream aisles.

Consumers are bracing themselves for potential price hikes as their favorite Cadbury bars and chocolate cookies may become more expensive. The surge in cocoa prices, driven by a global supply shortage, is causing input costs to soar for companies. This could lead to a portion of the price increase being passed on to customers. Major players in the chocolate industry, such as Mondelez, Hershey's, and Nestle, as well as local bean-to-bar chocolate makers and biscuit manufacturers, are all expected to feel the impact. With cocoa prices surpassing \$10,000 a ton for



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the first time, companies are grappling with significant cost challenges. Experts caution that maintaining margins, especially for companies serving price-sensitive consumers, will be difficult as they contend with sourcing cocoa at higher prices. The situation is worsened by an estimated 8% decrease in cocoa supply for the 2023-24 season, mainly due to disruptions in major cocoa-producing regions like Cote d'Ivoire and Ghana. Some companies are already considering raising prices to offset the increased costs, while others are exploring alternative strategies such as reducing pack sizes or using FSSAI-approved substitutes for cocoa butter. However, these measures may only provide temporary relief. For bean-to-bar chocolate makers focusing on fine flavor cocoa, the situation is particularly challenging. The diminishing price gap between fine flavor cocoa and bulk cocoa, along with supply issues, threatens their pricing strategies and profitability. In response to these challenges, companies are exploring various options, including seeking cheaper alternatives and renegotiating contracts with suppliers. Yet, the prevailing uncertainty surrounding cocoa prices remains a significant concern for the industry as a whole.

During its 43rd Central Advisory Committee (CAC) meeting in Coimbatore, Tamil Nadu, the Food Safety and Standards Authority of India (FSSAI) revealed an action plan regarding antimicrobial resistance. The discussions focused on raising awareness among farmers regarding the prudent use of antibiotics in livestock, aquaculture, and poultry. FSSAI emphasized the need for surveillance on antimicrobial susceptibility in food matrices, urging states to formulate surveillance plans and hold regular meetings with state laboratories. Additionally, FSSAI officials deliberated on the significance of maintaining clean marketplaces and establishing health clubs in schools. Commissioners of Food Safety were directed to develop 100 'Healthy and Hygienic Food Streets' to ensure food safety standards. The meeting also addressed the promotion of

fortified rice and compliance with the FSS (Fortification of Foods) Regulation 2018. Furthermore, a Guidance Document for Training of Food Handlers in university, college, and hostel canteens was unveiled to enhance food safety practices.

India presented its recently released Standard Operating Procedure (SOP) for the Modernization of Food Streets during the pre-session meeting of the 54th session of the Codex Committee on Food Hygiene (CCFH) in Nairobi, Kenya. This presentation aligned with the proposed draft guidelines for Food Hygiene Control Measures in Traditional Markets for Food, which is a pivotal agenda item for the 54th session of CCFH. Alongside the SOP presentation, the agenda for the session includes discussions on significant topics such as "Guidelines for the Control of Shiga Toxin-Producing Escherichia Coli (STEC) in Fresh Leafy Vegetables and Sprouts" and "Guidelines for the Safe Use and Reuse of Water in Food Production and Processing in Fish and Fishery Products, Milk, and Milk Products." Scheduled from March 11 to March 15, 2024, the 54th session of CCFH is being hosted by the Government of the United States of America and marks the first time the committee convenes in Kenya. The Indian Delegation comprises officials from the Food Safety and Standards Authority of India (FSSAI), the Marine Products Export Development Authority (MPEDA), and the National Dairy Development Board (NDB), led by Dr. Satyen Kumar Panda, Advisor at FSSAI. Dr. Panda participated in the pre-session meeting with the Coordinating Committee for Asia (CCASIA), the US delegation, and CCFH Chair, presenting the SOP developed by FSSAI to Dr. Evelyne Mbandi, Chairperson of CCFH, and Dr. Jing Tian, Chairperson of CCASIA. The SOP was also shared with other country delegations to showcase India's initiatives in this domain. As discussions progress over the coming days, the Indian Delegation remains committed to advancing global standards in food hygiene and safety while sharing best practices for the collective benefit of all stakeholders.

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EDITOR'S NOTE. We are fascinated by this prolific Tractatus on GULKAND, a global and also our Indian Ayurvedic fragrant product made by confinement of Gulab (Rose) Petals and sugar. It is also our choice item of makhvas of bite leaves specially in "the summer. It is made by our Indian Culinary enthusiastic ones in "Various brands. It is historically Known as the original item of "IRAN, the country of Roses. Rose is the soul of Indian and global "love and aesthetics literature, "This report by deep researcher of the sweet beverages of sherbats" and aromatic gulkand is very useful for our readers and it "is produced here for them with the "auspicious thankfulness to the "reporters.

Gulkand is a sweet preserve made from rose petals and sugar. It has its roots in Indian and Persian cuisine and is known for its unique flavor and aromatic qualities. Here's more detail about Gulkand:

Ingredients: Gulkand is primarily made from fresh rose petals, which are carefully washed and then mixed with sugar. Sometimes, additional ingredients like cardamom, saffron, or edible silver or gold foil are added to enhance the flavor and appearance. **Preparation:** The process of making Gulkand involves layering rose petals with sugar in an airtight container. The mixture is then left to macerate for several weeks or even months, allowing the natural juices and essential oils from the rose petals to infuse into the sugar, creating a thick, fragrant syrup. **Flavor and Aroma:** Gulkand has a distinct floral flavor and aroma, with the delicate sweetness of the rose petals balanced by the sugar. The fragrance of roses is quite pronounced, giving Gulkand its characteristic scent. **Health Benefits:** In traditional Indian Ayurvedic medicine, Gulkand is believed to have several health benefits. It is considered cooling and soothing to the body, making it popular during hot summer months. Gulkand is also believed to aid digestion, improve skin health, and have mild laxative properties. **Uses:** Gulkand is commonly consumed on its own as a sweet treat or added to various dishes and beverages for flavoring. It is often used as a filling for sweets such as

paan (betel leaf), or added to milkshakes, smoothies, desserts, or Indian sweets like barfi and ladoo. **Cultural Significance:** Gulkand has cultural significance in Indian cuisine and is often associated with celebrations and special occasions. It is also used in traditional rituals and ceremonies, particularly in wedding and religious rituals. **Storage:** Gulkand should be stored in a cool, dry place away from direct sunlight to preserve its flavor and freshness. When stored properly, Gulkand can last for several months or even years without spoiling. Overall, Gulkand is a versatile and flavorful ingredient that adds a unique twist to a variety of dishes and beverages. Its fragrant aroma and sweet taste make it a beloved delicacy in Indian and Persian culinary traditions.

How to prepare Best Gulkand !

Determining the "best" Gulkand can be subjective and depend on individual preferences for taste, texture, and quality. However, there are several factors to consider when choosing high-quality Gulkand: **Ingredients:** Look for Gulkand made from fresh, high-quality rose petals and pure sugar. Avoid products that contain artificial additives, preservatives, or colorings. **Flavor and Aroma:** The best Gulkand should have a strong, natural fragrance of roses and a balanced sweetness from the sugar. It should not taste overly artificial or cloying. **Texture:** Gulkand should have a thick, syrupy consistency with intact rose petals. Avoid products that are overly watery or have a gritty texture, as this may indicate poor quality or improper processing. **Color:** High-quality Gulkand typically has a vibrant, deep pink color, reflecting the natural hue of the rose petals. Be cautious of products that appear dull or artificially colored. **Packaging and Brand Reputation:** Choose Gulkand from reputable brands or producers known for their commitment to quality and authenticity. Look for products that are packaged in airtight containers to preserve freshness and flavor. **Certifications:** Some brands may have certifications or quality seals indicating that their Gulkand meets certain



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standards for purity and quality. Check for certifications such as ISO, FSSAI (Food Safety and Standards Authority of India), or organic certifications. Reviews and Recommendations: Consider reading customer reviews and seeking recommendations from friends, family, or culinary experts who have experience with different brands of Gulkand. Their insights can help guide your decision. Ultimately, the best Gulkand is one that aligns with your personal taste preferences and meets your standards for quality and authenticity. It may require some experimentation to find the perfect Gulkand for your palate, but investing in high-quality products can enhance your culinary experiences and enjoyment.

Machines required for preparing Gulkand

While traditional methods of preparing Gulkand often involve manual labor, there are some machines and equipment that can streamline the process and improve efficiency. Here are some machines that may be useful for preparing Gulkand:

- Washing Machine:** A washing machine with a gentle cycle can be used to wash large quantities of rose petals efficiently. This helps remove dirt, debris, and any pesticide residue from the petals.
- Dehydrator or Drying Machine:** After washing, the rose petals need to be dried thoroughly before being used to make Gulkand. A dehydrator or drying machine can expedite the drying process by gently removing moisture from the petals at a controlled temperature.
- Food Processor or Blender:** A food processor or blender can be used to chop or grind the dried rose petals into smaller pieces. This helps release the flavor and aroma of the petals, enhancing their infusion into the sugar syrup.
- Mixing Machine or Mixer:** Once the rose petals are prepared, a mixing machine or mixer can be used to combine them with sugar and any other ingredients. This ensures uniform mixing and distribution of the ingredients, resulting in a consistent and well-incorporated Gulkand.
- Cooking Pot or Vessel:** A large cooking pot or vessel is required for cooking the Gulkand mixture over low heat. Stainless steel or copper pots are commonly used for this purpose, as they distribute heat evenly and prevent burning.
- Sealing Machine or Containers:** After the Gulkand is cooked and cooled, it needs to be stored in airtight containers to preserve its freshness and flavor. A sealing machine can be used to seal jars or containers, or pre-made airtight containers can be used.

Labeling Machine or Materials: If preparing Gulkand for commercial sale, a labeling machine or materials such as labels and stickers may be needed to label the containers with product information, branding, and nutritional facts. While these machines can streamline the process of preparing Gulkand, it's important to note that traditional methods involving manual labor and attention to detail are often preferred for preserving the authenticity and artisanal quality of the product. Additionally, hygiene and food safety considerations should be paramount when using any equipment for food preparation.

How to Brand Gulkand ?

Branding a Gulkand product involves creating a distinct identity, image, and message that resonates with your target audience while highlighting the unique qualities and benefits of your product. Here's how you can brand a Gulkand effectively:

- Identify Your Unique Selling Proposition (USP):** Determine what sets your Gulkand apart from competitors. It could be the quality of ingredients, traditional preparation methods, health benefits, or unique flavor profile.
- Define Your Target Audience:** Understand the demographics, preferences, and needs of your target market. Are you targeting health-conscious consumers, culinary enthusiasts, or individuals interested in traditional Indian cuisine?
- Develop a Brand Identity:** Create a memorable brand name and logo that reflect the essence of your Gulkand. Consider incorporating elements such as roses, petals, or traditional Indian motifs to visually communicate the product's origin and key attributes.
- Choose brand colors, typography, and imagery that evoke feelings of freshness, authenticity, and indulgence.**
- Craft Your Brand Message:** Develop a compelling brand story that communicates the history, heritage, and craftsmanship behind your Gulkand. Highlight the natural ingredients, traditional preparation methods, and health benefits to appeal to

(Continu page 17)



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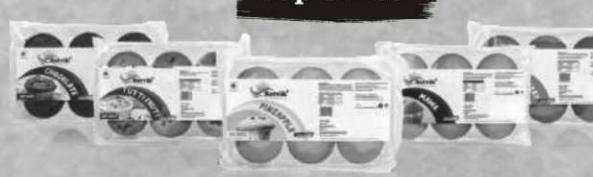
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FSSAI: Food Labelling and Display - Chapter-2

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2. Compliance as a Cornerstone

Food Labelling

Decoding Labels : Unveiling the Ingredients List on Food Packaging

In the intricate dance of Flavors and compositions within packaged foods, the ingredients list takes centre stage, revealing the secrets of a product's formulation. The regulations governing the disclosure of these ingredients, outlined under the Food Safety and Standards Act, are meticulous and pivotal for consumer awareness with respect to food labelling. Let's delve into the intricacies of presenting the list of ingredients on food labels.

1. The Ingredients Odyssey : A Clear Declaration

(a) Appropriate Title : Ingredients/List of Ingredients

The ingredients list embarks with a clear title, such as "Ingredients/ List of Ingredients." This establishes a standardized beginning, ensuring consumers can easily identify where to find crucial information about the composition of the product.

(b) Descending Order of Composition

The arrangement of ingredients is not arbitrary; it follows a logical sequence. Ingredients are listed in descending order of their composition by weight or volume during the product's manufacture. This provides consumers with insights into the relative proportions of each component.

(c) Food Additives and Technological Functions

Ingredients, including food additives, play specific roles in the technological function of the product.

If a food additive carries over into the final product, it must be included in the list of ingredients, emphasizing transparency in formulation.

(d) Specific Names for Ingredients

Generic terms are left at the doorstep; each ingredient must be identified by its specific name.

This specificity avoids ambiguity and ensures that consumers understand precisely what goes into their chosen product.

(e) Compound Ingredients Revelation

For compound ingredients - those resulting from the fusion of two or more ingredients - transparency is paramount. They are declared either as a compound with an accompanying list

of components in brackets or by individually declaring all the ingredients as if they were standalone components. Exceptions exist for compound ingredients constituting less than 5% of the food.

(f) Declaration of Added Water

Water's role in a product, whether added separately or inherent in other ingredients like brine or syrup, is clearly outlined. However, in certain instances where water or volatile ingredients evaporate during manufacturing, no declaration is required.

(g) Reconstituted Foods and Ingredient Disclosure

In the realm of dehydrated or condensed foods designed for reconstitution, the label must not only reveal the ingredients in their dehydrated or condensed state but also provide instructions for preparation, ensuring accurate information for consumers.

(h) Quantitative Ingredient Disclosure

When certain ingredients hold significance, either highlighted on the label or essential for characterizing the food, their ingoing percentage at the time of manufacture must be disclosed. This prevents potential consumer deception and ensures that vital components are transparently represented.

2. Compliance as a Cornerstone

Adherence to these regulations is not merely a legal obligation but a commitment to consumer trust.

Manufacturers play a vital role in ensuring that the ingredients list is not just a collection of words but a transparent window into the essence of their products. (To be continued)

Dipika Chauhan

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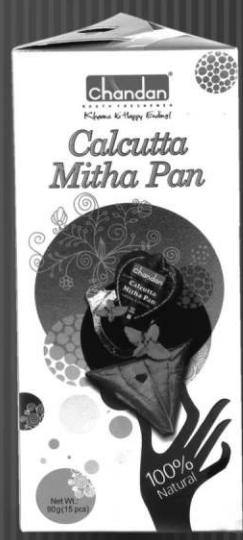
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(Continu from page 14)

consumers seeking authentic and wholesome products. Emphasize the sensory experience of enjoying Gulkand, such as its aromatic fragrance, delicate flavor, and luxurious texture. Packaging Design: Design eye-catching packaging that stands out on the shelf and communicates the quality and premium nature of your Gulkand. Use high-quality materials, vibrant colors, and attractive labels or graphics to create visual appeal and convey key product information. Consider incorporating eco-friendly packaging options to appeal to environmentally-conscious consumers. Marketing and Promotion: Utilize multiple marketing channels to raise awareness and promote your Gulkand brand. This may include digital marketing (website, social media, email newsletters), traditional advertising (print, radio, television), and in-store promotions. Partner with influencers, food bloggers, or nutritionists to endorse your product and reach a wider audience. Participate in food fairs, trade shows, or community events to showcase your Gulkand and engage with potential customers. Customer Engagement and Feedback: Foster a strong connection with your customers by actively engaging with them through social media, email, or customer loyalty programs. Encourage feedback and reviews to gather insights into customer preferences and improve your product and brand over time. Respond promptly to customer inquiries, comments, and concerns to demonstrate your commitment to customer satisfaction and build trust. Quality Assurance and Consistency: Maintain high standards of quality, consistency, and authenticity in your Gulkand production process to build trust and loyalty among customers. Implement quality control measures, regular inspections, and adherence to food safety regulations to ensure product integrity and safety. By following these branding strategies, you can effectively position your Gulkand product in the market, differentiate it from competitors, and create a strong brand presence that resonates with consumers.

Selection of Roses for Gulkand

Selecting the right roses for making Gulkand is crucial as it directly impacts the flavor, aroma, and overall quality of the end product. Here

are some factors to consider when choosing roses for Gulkand: Variety: Not all roses are suitable for making Gulkand. Look for aromatic rose varieties with a strong fragrance and pleasant taste. Some popular varieties used for making Gulkand include Damask roses (*Rosa damascena*), Bulgarian roses, and Persian roses (*Rosa centifolia*). Fragrance: Choose roses with a strong, sweet fragrance as it will infuse the Gulkand with a rich and aromatic flavor. The aroma of the roses should be pleasant and reminiscent of fresh blooms. Color: While the color of the roses may not affect the flavor of the Gulkand, it can impact the visual appeal of the end product. Opt for roses with vibrant hues such as pink, red, or deep crimson to create an attractive and appetizing Gulkand. Purity: Select roses that are free from pesticides, chemicals, and other contaminants. If possible, source organic or locally grown roses to ensure purity and freshness. Freshness: Use freshly picked roses for making Gulkand to capture the maximum flavor and aroma of the petals. Avoid using wilted or dried-out roses, as they may not impart the desired qualities to the Gulkand. Petals: Choose roses with soft, plump petals that are free from blemishes or discoloration. The petals should be tender and easy to pluck from the stem, indicating freshness and quality. Harvesting Time: Harvest roses for making Gulkand when they are fully mature but not overly ripe. Ideally, pick the roses early in the morning when the petals are still fresh and dewy for the best flavor and fragrance. Taste: Taste a small sample of the rose petals to ensure they have a sweet, floral flavor without any bitterness or off-notes. The taste of the roses should complement the sweetness of the sugar used in making Gulkand. Origin: Consider the geographical origin of the roses, as certain regions are renowned for producing high-quality roses with exceptional flavor and aroma. For example, Bulgarian roses are prized for their intense fragrance, while Indian roses are valued for their delicate flavor. By carefully selecting roses that meet these criteria, you can ensure that your Gulkand is infused with the delightful fragrance and flavor of fresh blooms, resulting in a superior-quality product that delights the senses.

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