

4th Tasting India Symposium season takes off with a sneak peek into the Godrej Food Trends 2020 Report

The report, based on a detailed answers to a questionnaire by more than 150 food and media influencers in 13 cities, reveals 'revival of culinary traditions' will be one of the most popular food trends in 2020.



*The distinguished guest unveiling the sneak peek edition of
The Godrej Food Trends 2020 Report*



L-R: Sourish Bhattacharyya, Co-Founder, Tasting India Symposium; AD Singh, MD, Olive Bar & Kitchen; Pushpa Bector, Executive Director, DLF Shopping Malls; Samir Kuckreja, Restaurant Consultant, Author, Indian Food Service Report; Manish Mehrotra, Corporate Chef, Indian Accent Restaurants.



The Second Panel Discussion: Bhattacharyya in conversation with Sneh Yadav, Founder, Tijara Organic Farm, and Delhi Organic Farmers Market; Charmaine O'Brien, Author, Flavours of Delhi and The Penguin Food Guide to India; Neela Kaushik, Founder and CEO, Gurgaon Moms; Megha Kohli, Head Chef, Lavaash by Saby.

Delhi-NCR, 5th December 2019: India's capital city was privy to a sneak peek into the Godrej Food Trends 2020 Report, which was organised today amidst the glory of one of the finest restaurants Delhi-NCR, Diya at The Leela.

The sneak peek into the upcoming report, which will be formally unveiled at Godrej's Vikhroli Cucina in January 2020, was conducted by the report's author, **Rushina Munshaw-Ghildiyal**, Managing Director, A Perfect Bite Consulting LLP, along with **C.N. Nageshwaran**, Deputy General Manager, Corporate Communications, Godrej Industries Limited; **Ashish Bhasin**, Executive Chef, The Leela Ambience Hotel, Gurugram; **Sanjoo Malhotra** and **Sourish Bhattacharyya**, Founder Directors, Tasting India Symposium. The event was attended by some of the country's hoteliers, restaurateurs, chefs and media influencers.

The top 10 food trends for 2020, as reported during the sneak peek:

1. **Continued commitment to provenance and mindful eating:** Eating local and seasonal.
2. **Deeper exploration of South-East Asian flavours:** Restaurants will offer diners a greater variety of South-East Asian flavours through deeper explorations of the region's popular cuisines

3. **Emergence of the neighbourhood foodpreneur:** *The growing demand for fresh, healthy, hygienic and familiar ghar-ka-khana, combined with the convenience of digital communications and payment platforms.*
4. **Keeping it real:** *Driven by ever-growing consumer demand for authenticity and relatability, 2020 will see a definitive growth of dining experiences designed around real issues*
5. **Longing for ghar-ka-khana:** *Decline in daily cooking activities at home, as a result of changing social dynamics and attitudes towards cooking, will see nostalgic diners of 2020 ordering food that reminds them of food cooked in their homes*
6. **No-compromise convenience cooking:** *The discerning consumer, experimenting with the latest health fads and lifestyle diets, can look forward to many more options for quickly and conveniently assembling personalised meals at home.*
7. **Proliferation of desi flavours:** *As an outcome of the persistent demand for all things indigenous, consumers should expect to see a proliferation of desi flavors*
8. **Return to traditional fats:** *Growing appreciation for the significance of our choice of cooking medium on key aspects of our lives will inspire more consumers in 2020 to go with desi ghee and cold-pressed vegetable seed oils.*
9. **Rise of the culinary explorer:** *An evolving sense of social, financial and cultural independence among young people will drive a greater demand for aspirational, novel and even exotic travel and dining experiences.*
10. **Revival of culinary traditions:** *Riding the ongoing wave of deeper exploration and discovery of our culinary heritage, food businesses and restaurants will find exciting new ways of packaging traditional food wisdom, cooking techniques and food preparation methods.*

Setting the authoritative report, which is now in its third year of publication, in its corporate context, Nageshwaran said, "The Godrej Group is well-ensconced in the food industry through a host of brands, such as Godrej Real Good Chicken, Godrej Vegoils, Godrej Appliances, Godrej Interio, Godrej Protekt and Cartini Knives."

Analysing the trends revealed in the sneak peek, Nageshwaran said, "We had embarked on this journey two years ago with our first edition and it is heartwarming to note that 2020 will see the rise of neighbourhood 'foodpreneurs', the revival of

culinary traditions, and a proliferation of desi flavours in everything, from small plates to cocktails, and even desserts. When it comes to food, Indians have always preferred ghar ka khana. But the growth of technology is shaping what we eat. It is not only giving a big boost to the food processing industry, but also enabling home chefs become foodpreneurs.”

Munshaw-Ghildiyal, the survey’s designer and writer, also gave us an inside view of the conceptualisation and collation of the report. She said: “The Godrej Food Trends Report, conceptualised as a guide to help Indian food businesses navigate where to invest their resources to meet strategic goals, is the only report of its kind that reaches out to thought leaders across the Indian food industry to gather quantitative and qualitative responses. With each edition, it has grown in its reach, size and scope. This year, we travelled across India to map out regional trends, which were collated, analysed and distilled into top trends that will prevail in the year to come.”

Commenting on the effort that had gone into putting together the Godrej Food Trends 2020 Report, Sanjoo Malhotra, Co-Founder, Tasting India Symposium, said: “It was our dream to establish the next global food trend by letting it go from India to the world, rather than the world telling us how turmeric latte (haldiwaala doodh) is such a rage. The dream is now a reality.”

Meghana Narayan, Co-Founder, Slurp Farm, responded to the sneak peek by saying: “I am delighted to see that the forthcoming report’s top 10 predictions for 2020 have included trends based on reviving culinary traditions and the proliferation of desi flavours. By attempting to bring the goodness of millets, favoured by our grandmothers but forgotten by us, to the rest of the world, we believe we have in a way been successful in repaying a part of our debt to the farming community, and gifting to future generations a happy, healthy life! But there’s a long way to go!”

*The highlight of the sneak peek was a blockbuster panel discussion on emerging food trends with **AD Singh** (Managing Director, Olive Bar & Kitchen); **Pushpa Bector** (Executive Director, DLF Shopping Malls); **Manish Mehrotra** (Corporate Chef, Indian Accent Restaurants); **Samir Kuckreja** (Hospitality Consultant and Author, NRAI’s India Food Services Report); **Sneh Yadav** (Founder-Member, Delhi Organic Farmers Market; Founder, Tijara Organic Farm); **Megha Kohli** (Head Chef, Lavaash by Saby); **Charmaine O’Brien** (Author, Penguin Food Guide to India); and **Neela Kaushik** (Founder and CEO, Gurgaon Moms).*

In the course of the discussion, which touched upon concerns like the still small number of regional cuisine restaurants, threw up insights into consumer behaviour,

*and dipped into nostalgia by going back to those early days when Indian Accent was struggling for survival, food writer **Marryam Reshii**, Mustard's co-founder **Shilpa Sharma**, mixology guru **Yangdup Lama** and the young chef-owner of Together@12, **Vanshika Bhatia**, made informed interventions.*

*The 4th Tasting India Symposium will be inaugurated on 17 December 2019 by the Honourable Union Minister for Textiles and Women and Child Development, **Mrs Smriti Zubin Irani**, with a panel discussion inspired by the Poshan Abhiyaan. A major announcement is likely to be made at the end of the discussion. The theme of the deliberations will be 'Making Smart Cities Food Smart' and the subjects of discussion will include: Smart Nutrition for School Children; Urban Agriculture; Farmers' Markets in Smart Cities; Action Plan for Millets; and 'Meatless Meats': Reducing the Carbon Footprint of Smart Cities.*

*Some of these subjects will come up for discussion again on December 18 at Tasting India Symposium's 2nd Indo-Nordic Food Policy Workshop at NITI Aayog under the leadership of its CEO, **Mr Amitabh Kant**. Thereafter, the scene will shift to Kolkata, where Tasting India Symposium will hold its first B2C event, **Himalayan Food Festival**, on 14-16 February 2020 in association with the Ambuja Neotia Group at Swabhumi, Kolkata. The three-day festival will also feature a seminar a day, the subjects being: confronting the impact of climate change on Himalayan agriculture; harnessing the culinary tourism potential of the Himalayan region; and India's food history and culture.*

For more information, please contact:
Sourish Bhattacharyya, +91 9810862451