

RESTAURANTS' NEW RECIPE FOR CHANGE

EATERIES ARE WOOING CUSTOMERS WITH ADD-ON EXPERIENCES LIKE POP-UPS ABROAD, HONESTY BAR, AND MORE

Melissa DCosta Dsilva

Most restaurants abide by the rule of thumb that the customer is king because he picks up the tab. However, another school of thought believes that guests don't always know what to go for, hence, one has to introduce the paradox of choice (where less is more) and help them decide with signature dishes or chefs recommendations. At the end of the day, it's about wooing clients, and restaurants have a plan of action to do that.

TAKING POP-UPS ABROAD

In 2019, you will also see restaurants trying to expand their customer base with pop-ups mushrooming both in India and abroad. Harmeet Singh and Jagjit Singh, co-owners, Mini Punjab Lakeside, Powai, (The Mini Punjab Group) reveal what's in the pipeline — putting the Indian *thali* on the global map. They share, "We introduced the Dara Singh *Thali* to encourage customers to go back to our roots of sharing food from one *thali*.



YouTuber Mark Wiens

We've got a fabulous response for the same and have served over 5,000 *thalis* in a year, catering to over 25,000 people and counting! We'd like India and Indian food to be recognised a lot more globally, and hence, we have decided to do a pop-up of Dara Singh *Thali* 2.0 in Canada." The restaurant also had international travel and lifestyle vlogger The Food Ranger aka Trevor James drop by for a *thali*, introducing his fans to a new region's culinary delights. The eatery has also invited Thai food expert, blogger, author and popular YouTuber Mark Wiens to sample this ginormous platter on his next trip to India



Trevor James aka The Food Ranger sampled the Dara Singh *Thali*

HAPPY HOURS IS PASSÉ

Like restaurants, watering holes are upping their game with interesting, interactive experiences. Happy Hours is making way for more engaging experiences. For instance, Sobobased Hyde's take on the honesty bar concept was introduced by owner Alok Nanda and partner Gaurish Rangnekar. The duo explains, "We first came across the concept years ago in South Africa. The idea is about giving patrons a chance to get a hands-on experience of picking, making and taking a swig of an impressive selection of drinks without anyone hovering around. It's a novel concept that fits in with the idea that the customer is king." And the privilege earned is access to an unattended bar, but conditions do apply. Each customer gets to try a maximum of two pegs from three selections of tipples that change weekly or fortnightly. Alok and Gaurish add, "Every bar and restaurant has its own signature cocktails and dishes but this is over and above that. We would say Happy Hours is passé; at Honesty Bar, you can pay what you like and get the privilege of making your own drink and feel at home. Ultimately, it's about engaging the customer, curating an interactive experience to generate more footfalls." The fact that it becomes a conversation starter is just an added bonus.



Hyde's Honesty Bar



Cover of the magazine menu at The Good Wife in BKC



The food menu



Signature cocktail menu

WHEN THE MENU IS A MAGAZINE

While standard menus moved to digital ones (tablets and apps), you now also have them going back to print but with a good dose of glamour. Case in point is the magazine menu introduced by Ryan and Keenan Tham at The Good Wife in BKC. They share, "It was conceptualised to be an interactive and fun way to communicate with our guests. When we decided to spice things up with new dishes, we were keen to add a cool new look and design aspect, giving birth to this concept." They add that along with the layout, one can expect additions from gluten-free to vegan options, some of the best sushi and more. The first edition gives patrons a chance to catch up on all that's new at the eatery. And this is just the beginning!



(From L-R) Keenan Tham and Ryan Tham

COLLABORATING WITH FAMED CHEFS

While visiting international chefs has been the norm for a few years now, 2019 could be a game changer where the diner can partake of a masterclass apart from sampling a meal prepared by them. In fact, it's already on the cards with India's largest Gourmet Festival World on A Plate that will host chef Marco Pierre White from January 19 to 20. He shares, "I've travelled a lot and visited several countries, but I am very happy about visiting India for World On A Plate Season 4. I wish to do a lot while I'm here — wander the streets, soak in the culture, and meet top culinary geniuses of the country. In my master class, I will prepare my signature dish, mushroom risotto, and will also curate the brunch." Sachin Mylavara, hotel manager, The St Regis, Mumbai, talks about the collaboration with chef Marco. He says, "We are always at the forefront of offering exquisite experiences to our guests. As a part of the endeavour, we collaborate with leading luminaries in the culinary world and are delighted to start this year with an exclusive series of events with chef Marco Pierre White, who is considered the Godfather of Modern Cooking. He will curate two exclusive seven-course dining experiences and masterclasses each. Guests will have the honour of dining from a specially-curated and hand-crafted menu presented by chef Marco himself."



Chef Marco Pierre White

Entertainment

Govinda makes a comeback this week, I call reveal at this moment is that the Raja Babu is back in his element in the company of his mentor Pahlaj Nihalani



SOUTH MUMBAI
METRO INOX Marine Lines : 12.15 & 5.30 pm | MARATHA MANDIR Mumbai Central : 3.00 pm
NISHAT TALKIES AC - Grant Road : 12.15, 3.15, 6.15 & 9.15 pm
PREMIERE GOLD Sandhurst Road : 12.30 & 8.30 pm.

WESTERN SUBURBS
GOSSIP Bandra : 12.00 & 7.30 pm | CARNIVAL MOVIE STAR Goregaon : 12.00 & 7.15 pm |
MOVIE TIME Goregaon - E : 10.00 am & 7.30 pm | INOX INORBIT MALL Malad : 9.00 am & 5.30 pm |
SANGEETA Malad : 11.45 am & 7.30 pm | CARNIVAL K.T. VISION Vasai : 12.15 & 4.15 pm |
K MOVIE STAR Vasai : 1.30 & 7.45 pm | PRAKASH Palghar : 12.00, 3.00, 6.00 & 9.00 pm |
CHITRALAYA Boisar : 12.00, 3.00 & 6.00 pm | ABHISHEK Kudus : 12.00, 3.00, 6.00 & 9.00 pm.

CENTRAL SUBURBS
PVR CINEMAS MARKET CITY Kurla : 2.00 & 6.00 pm | BHARAT Kurla : 12.30, 6.30 & 10.00 pm |
KALPANA Kurla : 12.30, 3.30, 6.30 & 9.30 pm | MOVIE TIME Chembur : 10.00 am & 5.30 pm |
NATRAJ Chembur : 12.15, 3.15, 6.15 & 9.15 pm | INOX R CITY Ghatkopar : 12.00 & 6.45 pm |
CINEPOLIS Bhandup : 1.05 & 11.00 pm | PVR CINEMAS Mulund : 4.15 & 10.30 pm |
CINEPOLIS VIVANA Thane : 1.35 & 11.10 pm | CINEMA STAR HIGH STREET MALL Thane : 4.50 pm |
PVR CINEMAS Dombivli : 12.00 & 5.00 pm | CARNIVAL CINEMAS SM5 Kalyan : 12.15 & 7.00 pm |
INOX METRO JUNCTION Kalyan : 11.30 am & 6.45 pm | BHANU GOLD Kalyan : 6.30 & 9.30 pm |
AMAN CINEMA Uhasnagar : 12.30 & 3.30 pm | PARAMOUNT Uhasnagar : 3.15 & 6.15 pm |
PAYAL Bhiwandi : 12.30, 3.30, 6.30 & 9.30 pm | RAJ NOVA Karjat : 3.15 & 9.30 pm.

NAVI MUMBAI
INOX RAGHULEELA Vasai : 12.30 & 6.45 pm | BALAJI Koperkhairane : 12.00 & 6.00 pm |
FUN SQUARE Sanpada : 3.30 pm | MAX CINEMAS Kharghar : 12.00 & 3.45 pm |
MAX CINEMAS Nerul : 12.00 & 3.00 pm | PVR CINEMAS Panvel : 11.45 am & 5.00 pm |
MUKTA A2 Panvel : 11.45 am & 10.30 pm | KK CINEMA Kamothe : 12.00 noon
SAMUEL Khappoli : 3.00 & 9.30 pm.

A VISHAL DISTRIBUTORS RELEASE

KITCHEN HACKS



Kaffir limes

FLAVOURING FOOD WITH KAFFIR LIMES

These aromatic limes can be used to infuse flavour in broths, curry pastes and bakes. You can also use them like other limes to make lemonade or cocktails and mocktails. You can also use the kaffir lime leaves to enhance the flavour of a coconut-based broth or a fish curry. All you have to do is to bruise a fresh leaf to release the flavour. If you

are using dried kaffir limes the heat and moisture from the cooking process should do the trick for you. While fresh leaves are mainly used as a garnish or in salads, dried leaves are mostly used in stocks and soups. Fresh or crumbled dry kaffir lime leaves are also used in stir fries and curries, especially those containing coconut cream.

TRIVIA

Brush up on your food vocab

As the world becomes a global melting pot of food, flavours, textures and tastes, it's important to expand your food vocabulary to understand not only the dishes that you want to try, but also make an attempt to pronounce them right. Here are a few, you may have come across:-



FUSILLI
The correct way to pronounce it is: fyu-SEE-lee
It's a triple-layered helix shaped pasta. The word fusilli is believed to come from fuso (spindle), a knitting tool that was used to shape the pasta.



PICO DE GALLO
The correct way to pronounce it is: PEE-koh deh GAH-yoh
Pico de gallo is a condiment used in Mexican cuisine. It's prepared with chopped tomato, onion, cilantro, fresh serranos, salt, and lime juice. It can be used as a dip or served with nachos or chips.



TAGLIATELLE
The correct way to pronounce it is: tah-lyah-TEH-leh
It's a type of thin, flat, ribbon-like egg pasta. It's generally prepared with meat sauces like Bolognese.

LEFTOVER PASTA
Avoid heating pasta on a stove. Instead use a microwave. To warm it evenly, shape leftover pasta like a donut with a hole in the middle on a plate.



DE-CRYSTALLISE HONEY
Place the jar of honey in a bowl of hot water for five to 10 minutes.



CHILL WINE WITHOUT DILUTING IT
The best way to chill a glass of wine or a cocktail is by adding a few frozen grapes in your glass. The best part, it won't dilute it.



PEELING THE POTATO WITH EASE
Ditch the vegetable peeler. Instead boil the potatoes and then give it an ice bath. The skin will start peeling from the centre and you can finish peeling the rest with ease.



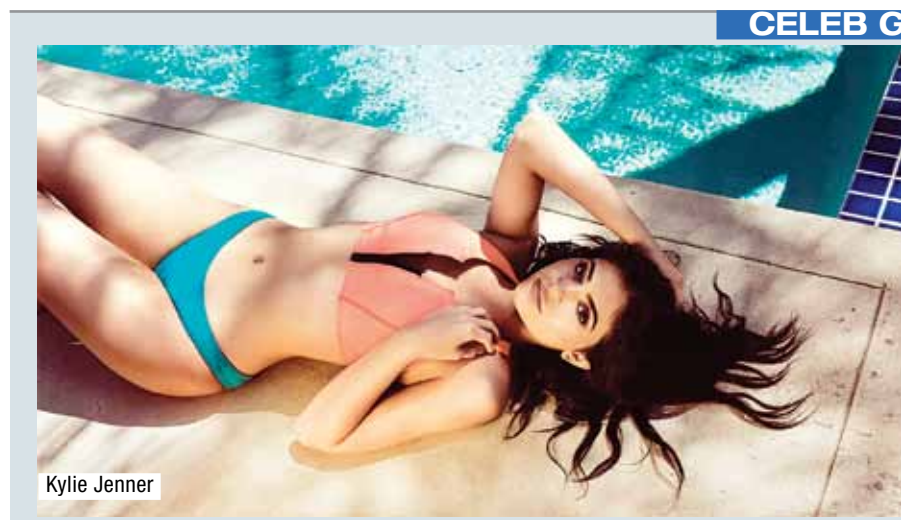
CUT SOFT CHEESE WITH DENTAL FLOSS
Instead of a knife use unflavoured dental floss to slice soft cheese like feta or brie. If you plan to grate a semi-soft cheese, make sure to freeze it for 30 minutes prior to grating it.



CELEB GRUB TALES

A viral egg that beat Kylie Jenner on Insta

A novelty Instagram account's single photo of an egg became the most-liked picture on Instagram beating Kylie Jenner's Instagram record. @world_record_egg racked up over 32.6 million likes and also made it to the cover of the digital edition of *Paper* magazine. The minimalist design features the brown egg — likely not the same exact egg from the original image — cracked, with the yolk spilling out onto a surface.



Kylie Jenner



The egg featured on the cover