

LOVE *of* FOOD

ISSUE

03

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RETAIL
ACTIVATION
SODEXO INDIA

FEATURED CHEF'S
SPECIAL RECIPES

WE BRING TO YOU SIGNATURE RECIPES
FROM OUR OWN CHEFS FEATURED IN
THIS EDITION

THERAPEUTIC
STARS OF KITCHEN

LET'S QUICKLY DELVE INTO OUR KITCHENS TO
SEE WHAT POWER CONSTITUENTS CAN HELP US
STRENGTHEN OUR HEALTH AND IMMUNITY

A WORKPLACE WITH
EQUAL OPPORTUNITIES FOR MEN & WOMEN
TO FLOURISH IN THEIR CAREERS

sodexo

QUALITY OF LIFE SERVICES

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FROM THE DIRECTOR'S DESK

Srikanth Vasantharajan



Dear Readers,

It is the April quarter issue, we are sharing some power-packed and inspiring career stories of our talented **women chef's** who are no less than celebrities in the Sodexo world.

Yes! You heard it right! We are talking about a world, a diverse workplace with equal opportunities for men and women to flourish in their careers. These women are taking our culinary journey to new heights. Their **#loveoffood** is inspiring and is creating a new culture and changing the way we look at food.

LET'S HEAR IT FROM THEM:



“

I started exploring the idea of making a dosa at the age of 10. That was my introduction to cookery shows, unfamiliar ingredients, condiments & spices. This gave me much more enthusiasm than playing with toys.

Says **Sasmita Pani**, whose role at Sodexo is to conceptualize, curate, implement menus and meal plans, “My love for food started at the time when the craving for food was restricted to hot 'puffed' chappatis after school. The chappati cooked early in the morning would turn out to be love filled cold wilted bread by the time I had my lunch. Desperate to find an alternative, I started exploring the idea of making a dosa at the age of 10. I gained my masters in Home Economics, while my grandmother taught me the nuances of Odia food. In the final year of college, Norwegian embassy hosted a competition to cook Norwegian Salmon in an Indian way. Forever referring to my grandmother's recipe, I yet again made the Salmon in Odia rural community manner. It was liked and awarded by the jury and consulate of Norway. Today, more than a decade later, I continue to spread the love of food with consumers across the board.”

”

In the words of **Unnati Mhatre**, Chef at Google, “I entered the kitchen at an early age in my life, due to some family limitations. But it soon turned into a hobby. I honed my skills with a professional Hotel Management degree and worked with several A-list hotels thereafter. Standing on live stations & interacting with users is something that makes me happy”.



“

I personally, love playing with colours and firmly believe that people eat with their eyes first and good plating goes a long way in creating excitement for a consumer to order and consume.

”

“

It is the perfect fusion – the experience and wisdom of the seniors and the freshness of ideas from the newcomers that brings innovation to life; food is no exception to it.

”



And finally, we have the new kid on the block – Siddhi Palande whose passion is to bake. Siddhi exclusively manages the bakery and Aspretto (beverage counter) at our esteemed corporate site – Aditya Birla in Worli. With her lip-smacking pastries, cakes, freshly prepared sandwiches, wraps and calzones, we have consumers who are always left craving for more!

So without any further ado, lets navigate this issue in greater detail and get insights into latest updates in food at Sodexo and crack some yumilicious recipes from our wonderwomen chefs!

Happy Reading

retail activation

SODEXO INDIA



GAURAV NERLEKAR
Food Platform Retail Lead

Retail aspect has continuously been the focus of our business for some time. Most of the food contracts across segments have a retail aspect as our clients are looking forward to move away from traditional methods of cafeteria operation. This in turn creates a great opportunity for us to evolve as a dynamic retail player.

With this emerging opportunity, we at Food Platform have ensured that all the offers which are part of food service portfolio are retail centric. This has given us an opportunity to widen our outlook as well as introduce and adapt Star School (Global Retail Program) for the Indian consumer market.



What is Retail?

Selling food and drinks in small quantities direct to the ultimate consumer in exchange for money.



Pricing:

The key to a successful pricing strategy is to move away from marginal method and focus on perceived value of the product. Our Retail experts have analyzed consumer bases, regional preferences, segment spending capacity and developed customized tier based pricing grids where landscape opportunities and competitive scrutiny play a major role.



Culinary:

At the heart of our retail operation, Culinary plays an important role. Our team of Culinary experts have ensured that our menus are enticing, high on perceived value & supported by standardized authentic recipes. We have created multiple guides capturing the process of preparation & executing the food presentation. Our Culinary portfolio is a perfect mix of cuisine driven concepts along with adventurous food adored by everyone.



Merchandising:

Merchandising of packaged products are as important as the Culinary assortment in any food retail business. Our assortments of packaged products is categorized basis of region, segment and consumer base, each being supported by standardized display planograms.



Retail Ranger:

Retail ranger is Sodexo's web based tool accessible to the sites that have retail operations. Retail Ranger helps the site teams to access culinary concepts, customized planograms, price files, promotions & digital support.



Retail Training:

We have initiated a series of “*Be Your Guest*” training program. The 14 week training program allows us to get into the mindset of our consumers and would help us to improve sales & increase positive consumer feedback. With its adaptation as per Indian consumer market, this training will ensure the change that will make us the leaders of retail space.

Key Factors of Retail Development



Way Forward:

Going forward, our team will be supporting the site teams for retail activation. This activation would be done in a phase manner basis the nomination shared by each segment. The “Be Your Guest” training and “Retail Ranger” would be the key enablers for all the sites in retail activation.



THE THERAPEUTIC STARS OF KITCHEN



CHANDAN MANROA
Head - Health & Wellness

The ever growing population and its burden on nature have changed our living environment significantly.

An important part of healthy eating is to look for the stars in our kitchens. India is a land of rich agricultural heritage, with various vegetables, herbs, spices available in open markets.

The good news is that most Indian kitchens already contain ingredients that help strengthen the immune system. Herbs and spices fight inflammation and reduce damage to our body cells. Adding fresh greens to our diet is beneficial as they make it easier to cut back on less healthy ingredients like salt, sugar and fat. So let's quickly delve into our kitchens to see what power constituents can help us strengthen our health and immunity.

Moringa – (Drumstick leaves) is a herb that can ward off many health complications. It is an ideal go-to herb for immunity strengthening. It contains 7 times more Vitamin C than even oranges. Moringa contains some other vital nutrients that strengthen cells, muscles, tissues and help our body heal. Consume Moringa for its high levels of potassium, iron, calcium and amino acids.

Cooking Tip:
Replace Coriander Leaves with Moringa Leaves to make a delicious and healthy chutney.



Cinnamon - Cinnamon is a popular spice, found in all sorts of recipes. It manages blood sugar levels and has a powerful anti-diabetic effect. Cinnamon contains a compound called cinnamaldehyde, which is responsible for its medicinal properties. It has potent antioxidant activity, helps fight inflammation and has been shown to lower cholesterol.

Cooking Tip- *Make a warm and soothing Cinnamon tea/coffee on a chilly evening.*



Amla - is a rich source of natural Vitamin C, which is a proven immunity booster. It also contains essential minerals and amino acids along with numerous vital nutrients. The green translucent fruit derives its name from the Sanskrit word 'Amalaki,' which means 'nectar of life'. Amla protects against numerous ailments including cancer and infertility.

Cooking Tip- *Add sliced Amla to your daily salads and sprinkle with some rock salt.*



Turmeric - contains Curcumin, a substance with powerful anti-inflammatory effects. Curcumin is a remarkably powerful antioxidant, helping to fight oxidative damage and boosting the body's own antioxidant enzymes. This is important, because oxidative damage is believed to be one of the key mechanisms behind ageing and many diseases.

Cooking Tip- *A little turmeric in regular Café Latte can do wonders.*



Sunflower Seeds - are full of nutrients like phosphorous, magnesium, Vitamins B-6 and E. Vitamin E is important in regulating and maintaining immune system. Sunflower seeds are also incredibly high in selenium.

Cooking Tip- *Toast the sunflower seeds in a dry pan, sprinkle some salt and enjoy on its own.*

NEW MOBILIZATION & DEPLOYMENT

Amidst the COVID-19 pandemic where many of our food sites were non-operational, our teams were successfully able to do multiple deployments across the country and segments. Here are a few glimpses of the deployments that took place in the last financial year.

CORPORATE SERVICES



Aditya Birla Centre,
Mumbai (India's 1st Aspreto)



Bajaj Akurdi

HEALTHCARE



FMRI



NARUVI

SCHOOLS & UNIVERSITIES

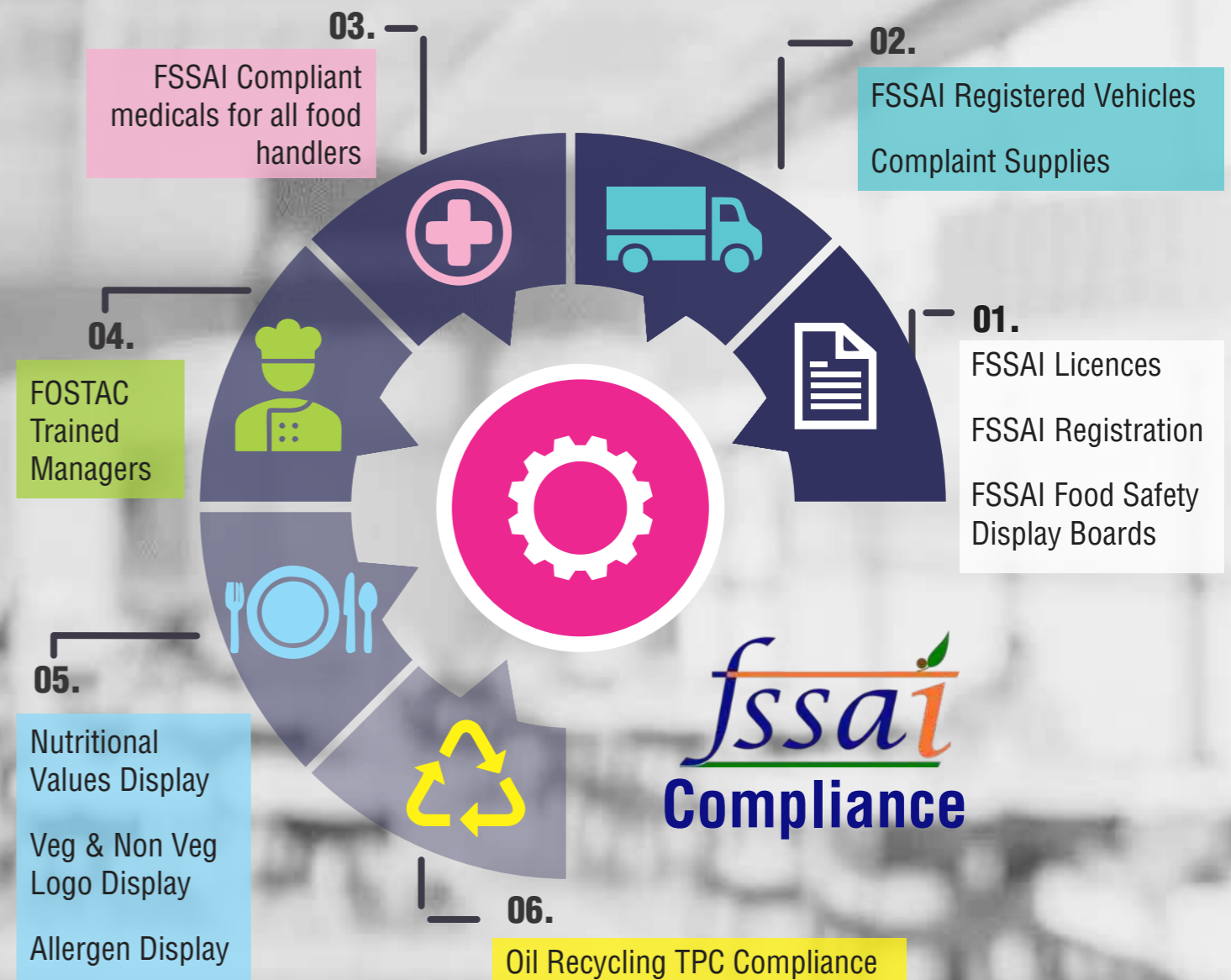


Corvuss University

THE KEY COMMANDMENTS OF FSSAI

Food services is a big part of our business, one which is strictly governed by norms created by HSE as well as the FSSAI, the latter being defined by the Ministry of Health and Family Welfare, Government of India.

Today we bring to you the key requirement and norms defined by FSSAI for our food sites for compliance.



SIGNATURE RECIPES

In this edition, we bring to you signature recipes from our own Chefs featured in the Director's Desk. We hope you try and enjoy these recipes.

Chinguri Besara

By Chef Sasmita Pani

(Executive Chef- Auto & Auto Ancillary- Chennai)

Preparation Time: 15 minutes

Serves: 4

Cook Time: 30 minutes

Ingredients:

Jumbo Prawns 8 nos
(De-shelled, Head and Tail on, De-Veined)

For Marination:

Salt To Taste
Turmeric Powder 5 Gms
Mustard Oil 200 ml

For Gravy:

Mustard Oil 15 MI
Panch Phoran 5 Gms
(Mix Of Mustard Seeds, Fennel Seeds, Onion Seeds, Fenugreek Seeds, Cumin Seeds)
Green Chillies(slit) 3 Nos
Bay Leaf 1 No
Onion Paste 50 Gms
Ginger Garlic Paste 30 Gms
Kasundi Mustard Paste 15 Gms
Drumstick Leaves 50 Gms
Turmeric Powder 3 Gms
Red Chilli Powder 5 Gms
Salt To Taste
Coconut Milk 300 MI
Dried Mango (soaked) 5 Gms
Garam Masala Powder 5 Gms
Desi Ghee 10 ml

Method:

1. Wash the deveined prawns with head and tail on.
2. In a bowl marinate the prawns with salt and turmeric powder. Allow it to rest for 10 minutes.
3. In a Kadhai, smoke mustard oil for deep frying, allow it to cool till medium high temperature. Deep fry the prawns till they turn into orange colour for not more than 2-3 minutes.
4. Remove the prawns to drain out excess oil.
5. With the same oil used for frying, take 15 ml in the same Kadhai. Add panch phoran, stir and let it crackle on low heat.
6. Add slit green chillies and bay leaf. Stir and add onion paste. Cook for about 5 minutes on low heat till fat starts to surface on sides and onion is golden in colour.
7. Add ginger garlic paste and cook till pleasant aroma starts to rise.
8. Add Kasundi mustard paste, turmeric and red chilli powder. Stir for 2 minutes on low heat.
9. Add the drumstick leaves and fried prawns; stir to coat the spices on it.
10. Add coconut milk and 1 cup water. Mix well. Bring it to boil. Keep on simmer for 5 minutes.
11. Add soaked - dried mango wedges and salt. Mix well and sprinkle garam masala powder.
12. Simmer and cook further for 2-3 minutes till gravy comes to a creamy consistency.
13. Finish it with a spoon of desi ghee on top. Allow the gravy to rest for couple of minutes before serving.
14. Serve with hot ghee rice & a side of a lemon wedge.





Couscous Quinoa Beetroot Salad **By Chef Unnati Mhatre**

(Garde Manger Chef- Google, Mumbai)

SIGNATURE RECIPES

Preparation Time: 15 minutes

Serves: 2

Cook Time: 20 minutes

Ingredients:

Couscous	50 Gms
Quinoa	50 Gms
Beetroot	1 No.
Bell Pepper	1 No.
Broccoli	50 Gms
Zucchini	50 Gms
Microgreens	5 Gms (For Garnish)
Caper Berry	2 Gms (For Garnish)

Fresh Basil Almond Pesto Dressing:

Basil	150 Gms
Almond	40 Gms
Garlic	15 Gms
Olive Oil	45 MI
Crushed Black Pepper	1/2 Tsp Or As Per Taste
Salt	As Per Taste
Parmesan Cheese	30 Gms

Method:

1. Boil couscous & quinoa separately in salted boiling water. Remove from heat & strain the water. Peel & grate the beetroot. Mix the couscous & quinoa with grated beetroot, salt & pepper. Keep aside.
2. Wash & cut zucchini & bell pepper and keep aside.
3. Cut and blanch the broccoli in salted boiling water. Remove and keep aside.
4. For Fresh Basil Almond dressing, put all ingredients together in a food processor & blend several times on low speed to make a fine paste. Your dressing is ready.
5. Now toss all other salad ingredients together with pesto dressing.
6. In a platter, make a bed of Couscous-quinoa mixture, top with pesto veggies & garnish with microgreens & caper berry.
7. Enjoy Your Salad!!

Green Tea Cherry Cake By Chef Siddhi Palande

(Pastry Chef- Aditya Birla Centre, Mumbai)



SIGNATURE RECIPES

Preparation Time: 15 minutes

Serves: 4

Cook Time: 40 minutes

Ingredients:

Green Tea	15 Gms
Egg Yolks	4 Nos
Castor Sugar	50 Gms
Fresh Cream	100 Gms
Vanilla Premix	300 Gms
Pistachio Powder	75 Gms
Whole Pistachio (Cut in Flakes)	30 Gms
Cherry Filling (Readymade)	100 Gms
Whole Cherries (Deseeded & Sliced)	75 Gms
Whipped Cream	400 Gms
Gelatin Powder	5 Gms

Method:

1. Take vanilla premix, add half pistachio powder, half green tea powder, water and mix them well. Pour the mixture into the baking tray and bake in the oven at 180 degree Celsius for 35 mins. Remove the sponge and allow to cool
2. Cook egg yolk, castor sugar, gelatin & fresh cream on a double boiler.
3. Beat the whipped cream until the volume increases by four times.
4. Soak the remaining green tea in 50 ml hot water and strain.
5. Mix the green tea water, remaining pistachio powder, egg yolk and sugar mixture, and whipped cream together. Keep Aside.
6. Cut the sponge in two layers. Spread the cherry fillings on each of the layer and stack it back on each other.
7. Spread the pistachio and green tea cream mix on the sponge from all sides sufficiently.
8. Garnish with pistachio flakes and sliced cherries and refrigerate for at least two hours.
9. Cut and serve the cake as per requirement.

THANK
YOU!