

VISION **NXT**



Trend byte

# What's Cooking?

Urban gastronomy trends in India - part 2



# HOMERS

*Empowered homecooks, humble roots*

The pandemic forced us into our homes, and many took to the kitchens to wait it out, eventually breaking boundaries of home cooking to include exotic components and foreign dishes but all built from scratch. This has grown due to concerns about safety and hygiene for in delivery and backend operations of established F&B companies, as noted by RestaurantIndia.<sup>[1]</sup>

The turn towards home has been simmering for a while- brands have been sourcing locally for their ingredients, but never at the expense of quality. The familiarity and comfort of home cooked meals are being delivered to those stranded amidst lockdowns, separated from their families.

These structures are built on strong roots, familiar settings and authenticity in the source-to-consumer pathways. However diverse the outcome, agency is being given to small businesses, homecooks, farmers - those often overlooked in daily lives.

Mass production has given way to micro scale ventures, where care and awareness goes into production.



Pure margherita by [@solo.pizza](https://www.instagram.com/solo.pizza)

[1] [“Cloud kitchen brands fit perfectly well in this situation,” says Ishita Yashvi of Cross Border Kitchens](#)

# Directions



Spinach spaghetti from  
[@theartisanalpastacompany](https://www.instagram.com/theartisanalpastacompany)

## Artisanal

A shift towards home-grown ingredients fused with artisanal touch. International cuisines are crafted for the local markets.



Pasta meal boxes from | [Chef's Basket](https://www.instagram.com/chefsbasket)

## Curated

DIY food kits, assorted meal boxes for the ones bored at home. Involvement of brands directly with customers for better experience and value, all from the safety of their own rooms.



Traditional cooking recipes from  
[@abprookstudio](https://www.instagram.com/abprookstudio)

## Traditional

Time to go back to the roots and valuing the benefits of traditional dishes and farming methods - each passed down through generations



# Artisanal

*Local and homemade elevated to high gastronomy*

The lock-down has provided time to explore and re-invent existing dishes. International food has been adapted with innovation and local flavours, creating a fusion that is still quintessentially Indian. Bacon in the Marathi *thecha*, infusing the desi hibiscus in bread, chocolate with the astounding *gondhoraj* lime - the limit is evidently only the imagination.

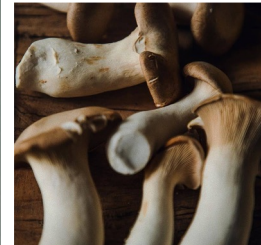
Even the production styles have been adapted from both international trends, and the process that has worked for ages in small neighbourhood eateries. Micro-batches are the rage, producing limited quantity food, often on demand, in order to manage wastage and to prevent from putting pressure on local places where the restaurant owners may be sourcing their ingredients from. Picking up from the process that has been popular in wine-making, many tea and coffee brands are opting for single-estate products. They are thus maintaining the quality and authenticity of the final product.

Food as an art is no longer reserved only for luxury restaurateurs, all gastronomy enthusiasts from home cooks to small business owners are taking their creations to another level with the perfect balance of innovation and care.

(top row, from left)  
Bol Baby Bowl –  
“fun  
homecooked  
food”  
Vietnamese Rice  
Paper rolls  
[@bolbabybowl](#)

Nomad Food  
Bacon Bourbon  
Relish  
[@nomadfoodpro](#)  
[jeet](#)

The delicious  
Italian dessert  
cooked locally  
and served  
(Chennai)  
[@tiramisu.party](#)



(from above)  
Miss Bonoowa Daily – Mango Hibiscus  
Bread [@missbonoowadaily](#)  
Beetroot spaghetti with homemade  
ricotta by Indian illustrator Armeya N.  
[@ameyazina](#)  
Nomad Food Project – Bacon Thecha  
Traditional meets hipster  
[@nomadfoodproject](#)  
Kaze Living – King Oyster Mushrooms  
Grown in Chattarpur [@kazeliving](#)

# Curated

Assortment, experience

The food experience is being curated in detail to consider the decision fatigue that might come from almost all shopping having been taken online, but leaving the final assembly to the customer, to reserve for them the satisfaction of self-cooking.

These meals are assisted, but highly customizable. The experiences are not targeted for the mass, but toward personal tastes and choices. Restaurant experiences have been brought right to the safety of our dining rooms.

Windy's House  
Orders with personalised notes  
[@windys\\_house](#)  
Inari Chennai  
Occasion based custom boxes  
[@inari\\_chennai](#)  
Hasden Kitchen  
Menu customised according to  
customer choice  
[@hasdenkitchen](#)

✳ So we did ✳

would you like me to introduce something new with bacon/ham and cheese for Tuesday?

YES	NO
74%	26%

Introducing  
Chef@Home  
Menu

DIY KITS

For online orders  
visit [www.youmee.delivery](http://www.youmee.delivery) or call/Whatsapp us at  
011-40363811 / +91 8130-266-495

#officialyoumee @Chef\_Home

Chef YouMee – Chef@Home – DIY Kits  
[@official\\_youmee](#)



Hey everybody !! Would you be interested in customised assorted boxes?

YES  
100%

Braised Tofu Ramen

Ingredients  
Pack 01- Miso broth  
Pack 02- Ramen noodle  
Pack 03- Braised tofu  
Pack 04- Master sauce for topping-vegetable cook  
Pack 05- Topping-Vegetable

Instructions / Direction for cooking  
Step-1- Heat miso broth and braised tofu pot until boil or microwave with cover for 2 mins.  
Step-2- Boil water in a separate pot to cook noodles  
Step-3- Cook noodles for 2 mins in a boiling water for make sure to tosser noodle.  
Step-4- Wash noodles in cold water for 30 secs to achieve to braised texture drain excess water.  
Step-5- Heat Master Sauce until warm then add topping-vegetable and brood it around 2 mins.

Braised Tofu Ramen

DIY foods kits – These kits have become an interesting trend right now. It comes with an amalgamation of ingredients directly to the consumer to assemble & cook at home minimizing the risk of infection.

“Cloud kitchen brands fit perfectly well in this situation,” says Ishita Yashvi of Cross Border Kitchens



# Traditional

*Age-old comfort food to cope with distance and separation*

The focus has shifted towards finding one's roots and food has been a gateway to it. In a time of uncertainty, these foods provide a sense of familiarity and comfort. For those stranded far from their homes, it reminds them of childhood, taking them down memory lane.

These food are no-frills but warm, they often cook quickly and have simple ingredients but in that simplicity lies the allure. Where the frequent lockdowns and the infection scare left many dependent on take out food, a simple curry with rice or roti goes a long way.

Hotels are going back to their roots, picking out age old recipes that can only be found handwritten in worn notebooks, or simply passed down generations.



(from top left)  
 Conosh - Home-cooked meals to your doorstep  
[@conoshofficial](#)  
[Vanishkha Bhati](#) shares a Bannuwal recipe 'as old as the Partition itself' - [Chicken Pinda with doda, whole wheat hard roti](#)  
 Ilish Bhaja (fried hilsa) a part of the Pujo Bhog menu, including dishes usually found only as prasad in Durga Puja pandal - from [The Bombay Canteen](#)  
[Blood Fry](#) - a staple in Dalit communities - bears the legacy of poverty and casteist bias - [Vinay Kumar for Goya Journal](#)  
 Traveller Magazine featuring the [humble aniel](#) - the watery rice dish that is eaten in as many different ways regionally as it is known by different names

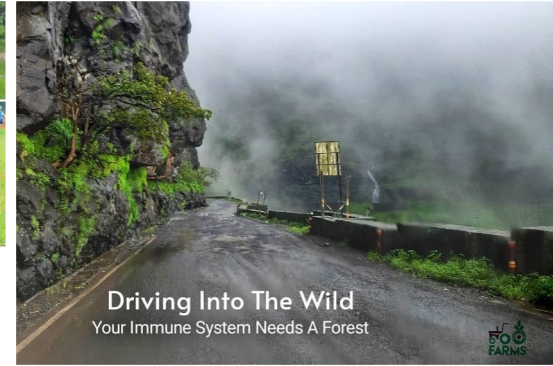
# Traditional

*Traditional methods to grow and source ingredients*

With the concept of sustainability on the rise, and national fervour inclined towards rediscovering local and traditional values, the food sourcing has undergone a shift towards sustainable farming, using age-old techniques that prioritize ecological balance.

Traditional farming methods have always been more sustainable than mass production but these new ventures are aiming to make those practices as economically sustainable as they are ecologically.

In doing so they are attempting to empower farmers and other small producers of food, who have historically been some of the most underprivileged sections of our society, while ironically being the most impacting.



(from top left)  
 Two Brothers India  
 Workshop with Polymath School Mumbai - Education experience around organic farming  
<https://twobrothersindiaishop.com/>  
 OOO Farms - Your Immune System Needs A Forest - @ooofarms  
 Aurospirul - Spirulina Farm - <http://www.aurospirul.com/>  
 Tenacious Bee Hives Accelerating ethical beekeeping across rural mountain communities to develop economically, and ecologically sustainable ecosystems around bees  
 Suresh Kumar grows greens traditional to his community and shares the seeds, vegetable and tubers with local villagers - [Scroll in As Bengaluru loses land to concrete, a small initiative wants to remind the city of its green past](#)  
 Outlook - [Eco-friendly fish guides](#) - [Know Your Fish](#), [In Season Fish](#)



Actually, recipes did not change but the ingredients became very less.



**Tenacious Bee does not launder honey.**

Support beekeepers by consuming real, unheated, and unadulterated honey.





# ONENESS

*Mindful nutrition, therapeutic food experiences*

Food has become a cerebral activity, not bound by ingredients recipes and plating, but going beyond to include ethics, minute impacts on health, and the joy in its creation. Food choices are carefully considered, well-informed. Colours run riot in trying to satiate the eye before even the first bite. Beverages tout qualities that sound almost magical and otherworldly, promising not just to fill up, but to heal.

It's not even just about food- small businesses include handwritten notes to add a touch of intimacy to food delivery. This emotional aspect underlines the nurturing of mental health as well as physical health when it comes to the gastronomic experience.

The slow paced life and the concern for hygiene and wellness in this situation has seen a rise in home cooks on social media. The menu is far from what one usually gets from a mainstream restaurant. The focus is shifted towards nutrition, wellness and visually therapeutic food.



Protein bowls [@healthy.foodyss](#)



# Directions



'Wholesome' vegetable soup by [Mira Manek](#)

## Body

Popularity of nutritious and hygienic food. Health, immunity and physical well-being is the centre point of many cooking ventures.



Dalgona coffee from [@thevumtales](#)

## Mind

Food trends have become a way to channel one's stress during this time. People are finding an escape in the activity of cooking, and they're taking it to more people online.



Colourful, nutritious salad from [@theartisanalpastacompany](#)

## Soul

Food has gone beyond just taste, visual satisfaction has become an important attribute. Colourful, magic-like foods are trending.

# Body

Nutritious, health-conscious

Wellness and taking care of our health has become a major aspect in 2020. With the onset of the pandemic, people have resorted to different ways to take care of themselves.

Food industry has seen a new trend home-cooks are providing healthy, nutritious food at affordable prices.

This ranges from healthy dips and hummus to vegan options and supplements for workouts and healthy drinks too.

What sets these dishes apart are that they're great for you, but they are as bold and inviting as the next indulgent dish. These foods pack a punch for your immunity and well-being, but don't skimp on looks and taste.

(from right) Energy bars from [Inari \(Chennai\)](#), Avodacoo toast with goat cheese from [Cinnamon Kitchen](#), who sell food that helps with PCOS  
 Restaurant Indian - [Changing food trends](#)  
 Cashew and mustard dressing - [Arugula Co](#)  
 Immunity Booster Food - Sol Kadi by [Surabhi Sehgal](#)  
 Porridge mix from [@vidyasfood](#)



FOOD AND BEVERAGE / AUGUST 6, 2020 / 8 MIN READ

## The world is moving on from calorie counting to nutritional food

veganism is also being considered as a food preference by many. This can go far in bringing back the delight of taste and experience alongside well-being and security.



# Mind

Combating stress and anxiety, hobbies

Conosh, whose mission is to 'get people together over home-cooked food', has started programs to guide regular cooks create restaurant-level Indian meals with the help of MasterChefs.

From banana bread to cakes, people have delved deep into their cooking and baking hobbies, spurred by free time, the need to de-stress, and helped by online learning opportunities.

The sense of comfort is not limited by skills, as proved by the availability of home-cooked food for delivery.

Added advantage has been the fact that when people try their hands on cooking, they immediately feel a sense of accomplishment in the end, which helps in coping up with stress during this uncertain time.

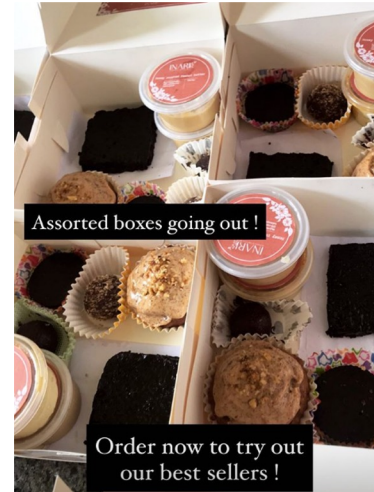
Inari Chennai  
Assorted dessert box, customised to customer needs  
[@inari.chennai](#)  
(below)  
[Forbes - Could Dalgona Coffee Become More Than Just A TikTok Trend?](#)

## Could Dalgona Coffee Become More Than Just A TikTok Trend?

 **Anna Kang** Contributor @  
Food & Drink  
*I cover Innovation and entrepreneurship in food and dining.*



Fox trot Market started offering dalgona coffee in May. FOX TROT MARKET



Conosh - Online learning restaurant level dishes at home  
<https://conosh.com/>  
[@conoshofficial](#)  
(from below)



Everyone you see is baking bread or whipping up desserts and baked goods - social media has turned into a mini #masterchef competition. While the coronavirus crisis has brought out everybody's worst fears, it has also churned out an increasing number of home bakers which many didn't even know about. In moments of uncertainty, people are actually turning to bread (something which has been there for long and garners a "safe" place for people to return back to). People are also sharing recipes on the internet as a means of spreading positivity during these negative times. Hence, the art of baking bread is something more than just cooking but a means to come together or unite with others.

[The Times of India - Psychology-Backed Reason Why So Many People Are Baking During The Lockdown](#)



Let's Conosh

Sweet Bengal - The world of Chennai | Workshop by Masterchef Dr Priyanka Biswas





# Soul

*Therapeutic nutrition, food for the soul*

Certain food trends are visually pleasing that they feel like magic-foods. They speak to your soul.

At this very vulnerable time, cooks are providing the customers with drinks that looks and feels refreshing and rejuvenating.

These are not the food just for the body, but also for the soul.



(left) Loca Boca – Free spirited, happy colours  
[@thelocaboca](https://www.instagram.com/thelocaboca)  
 (below) Atmosphere Blue Mint Kombucha – “Magic Tonic”  
[@atmosphere.in](https://www.instagram.com/atmosphere.in)  
<https://atmospherestudio.in/>



Bol Baby Bowl – “fun homecooked food”  
 Vietnamese Rice Paper rolls  
[@bolbabypowl](https://www.instagram.com/bolbabypowl)



Beetroot spaghetti with homemade ricotta  
 Made by Indian illustrator and book maker  
 Ameya N.  
[@ameyazing](https://www.instagram.com/ameyazing)



Kaze Living – comfort food, locally sourced  
[@kazeliving](https://www.instagram.com/kazeliving)



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