

PROMINENT TRENDS IN FOOD & BEVERAGE SERVICES RETAILING IN PUNE

Ms. Shilpa Chourishi, Mr. Kiran Waghchoure
Lecturer

Ajeenkya D Y Patil University- School Of Hotel Management

Abstract:

The hospitality sector in India comes under the umbrella of tourism industry and comprises hotels, Motels, restaurants, pubs and clubs, guesthouses and self-catering operations etc. The hotels are one part of this tourism Industry and in hotels Food and Beverage service is one of the core department of hotel. Food & beverage service department and its sub department such as restaurants, Bar & Pub, Room Service contributes 25 % of total revenue and Banquets sales 57 % of F & B revenue at luxury hotel, 59 % by upper – upscale properties and 58% by upscale hotels.

Food and beverage service performance without a break continuing to upgrade jointly make progress in quality with the help of social media. Now a day the hospitality industry is contingent on good quality of food and beverages service because it's open world for everyone through social media. So every time Food and beverage team need to be alert on food part as well as service because they are the people who are representing the hotel's food and beverage service. It has been observed that customers are not looking for traditional service instead of that they want some experiment and entertainment from food and beverage service where customers can also get a feel and experience of service.so food and beverage service is open forum for everyone where customer and staff get well connected with each other.

A mania is defined as 'an excessive enthusiasm or desire, a prevailing inclination of a fashion or fondness, a line of blooming, or the common movement over time of statistically detectable change'. Whereas, a passion is considered to be a temporary popular idea, artistic activity, fad or food that is usually followed by a large group of people for a short time. The center of interest on what all new trends in Pune we can apply in food and beverage service sector to make it much more impressive way.

Keywords: Social media, trends, team, experiment and entertainment

OBJECTIVES:

1. To understand the emerging trend in Food & Beverage Sector.
2. To observe the Innovative ideas in Food & beverage service sector which befits to consumers and service organization.

I. INTRODUCTION:

The Indian Food and Beverage Services market is expanding and changing rapidly. Thus as a metropolitan city and great education hub, Pune is also feeling this change. International hotel brands are likely to account for 47% share in the Indian hospitality industry by 2020 and 50% by 2022 from the current 44% as they are expanding at a compounded annual growth rate (CAGR) of 9.6% against industry growth rate of 6%, ratings agency Iera has said.

Taking everything into account total framework of the Food & Beverage market has evolved over the few years. In 2000 to 2004 year when handful of brands were available in Pune market to eat out. But today, the customers are spoilt for choices. Pune have observe huge change in F&B Service's industry in the last couple of years, including exciting new concepts, food and beverage offerings and new and innovative service elements.

Therefore, what are the emerging and current trends in the F&B Services industry especially in Pune? How will people eat, behave and be served in coming years?

II. MODIFICATION IN CULINARY ARTS AND NEW CONVERSION OF CUISINES

Despite India's great tradition of food, still in Pune eating out was not as common as the current scenario. Pune is the biggest hub for education and IT sector. It comes really in picture from 2002 onwards. Because new edge of education sector and IT sector changed the scenario of Pune. Pune also has a plus point of climate so most people planned to get settle down in pune permantly. Now, eating out is a regular form of entertainment and the reason behind is driven by rise in income, greater number of nuclear families and working women, and urbanization. Focused marketing by brands, with more emphasis on the menu, is also attracting customers, as is the dissemination of culinary concepts and preferences through print, Social media and television media. It's

developments is the transformation of cuisine from very simple and confidential offerings to a menu that offers variety in flavor, fashion and emergence.

At the customer end, a greater willingness to experiment with novelties, exposure to local and international cuisines, fast food and a fast-paced lifestyle have contributed to changing cuisine preferences. The craze is increasing day by day for consumers to choose style of food that reflect their lifestyle, and in the process reject the traditional options.

In Pune, consequently, industry-side trends are also changing, with international players also entering the arena. It has been observed that even casual dining restaurants are prepared to provide as fine dining restaurant used to offer. So that a common man also got aware of different cuisine taste.

Pune crowd is also being wooed with “street food” options served in a hygienic setting and good ambience.

There is opportunity for F&B players to mix the traditional and new Indian flavors while offering both individually. Further, while a niche segment may be created around specific international cuisines, customization may be needed to ensure that they suit the Indian palate.

III. CONSIDERATION OF LIQUID REFRESHMENT – ALCOHOLIC AND NON ALCOHOLIC

Most people in India are exposed to a variety of beverages from an early age: mothers serve homemade milkshakes, sharbats, chocolate drinks etc. However, beverages are themselves only a “sidekick” and at best served as fillers in-between meals.

Retail opportunities in beverage sector is very high for packaged beverages and fresh beverages also for non-alcoholic drinks. , earlier non alcoholic area was run by small local players like juice shops. After restaurants used to focused mainly on food have also expanded their beverage list this has boosted development of both alcoholic and non-alcoholic beverages at both product and retail level.

Non-Alcoholic Beverages

This segment primarily comprises stimulating, refreshing and nourishing beverages. In the past few years, coffee has become a fashion statement among the youth and tea bars are popular between businesses dealing. In early years of 20th century coffee shops were as it’s pick such as CCD, Barista cafe Starbucks coffee and some of the local brand like Indian coffee house, Irani café, Goodluck café, Vohuman café.

Tea lounges and tea bar are the recent concept in Pune. As we observe awareness about the health benefits attributed to tea is another factor driving the expansion of tea-based chains like Chaipatty, Passion – My Cup of Tea, Tapri, Infinitea, Chai Point, Tea Junction, Tea Pot, Tea Center, Cha Bar, and Wagh Bakri Tea Lounge. Tea lounges are more expensive.

Amrutulya concept is a very old concept in pune for tea lover. Mr. Nilesh Yawale made an innovation in this old concept with his secret recipe for his Yewale Tea bar. They are brewing 4000 cups of milky chai a day and they make approx. 12 lakh profit per month. Now he is selling franchises for his Amrutulya which is very famous in Appa Balwant Chowk. There are other famous Amrutulya in Pune such as Ambika Amrutulya (Tikal Road), Appa Tea Stall, Koregaon Park. So this is new trend in Pune which is loving and accepted by Pune-kars.

Brands are also using new methods with other beverage based formats, e.g. juice bars, especially in high footfall areas like airports and office complexes. Fresh juice bar is also very famous concept for health conscious people. You will find this juice bar at the entrance gate of Joggers Park. You will find many choice such as beetroot juice, wheat grass juice, bottle guard juice and so on.

IV. ALCOHOLIC BEVERAGES

The rising popularity of alcoholic beverages, especially among youth, can be attributed to dramatic lifestyle changes which, in turn, are fueled by rising income levels. The arrival of international brands is also a factor for “social” drinking at get-togethers, which was once consider a taboo in India. The youth however prefer lighter spirits, due to which such white spirits as vodka, rum, gin and tequila are seeing growth. “Alcohol has not only become an occasional part of our lives but it has evolved into one of the strongest influences on our civilization”.

At Product Level, there is a shift in preference from classical cocktails and straight drinks to using signature spirits and personalized mixes. Infusion of flavor into spirits, e.g. tea in vodka, chili infused wine, is also becoming popular. Cafés and casual dining chains like Café Coffee Day, Barista and Pizza Hut are also trying to cash in by offering beer and wine.

Beer Brewery is boosting concept in Pune. The place at which beer is commercially made is either called a brewery or a beerhouse, this brewery are only selling different kinds home beer. And the famous breweries from Pune’s are Doolally@1st Brewhouse, Independence Brewing Company, TJs Brew Works.

V. ENLARGE NEW ELEMENT OF ENTERTAINMENT IN F&B

There are also places which combine beverages with sports, that is called sports bar Restaurant. Business objective of Sports bar is where customers can eat, drink and socialize while watching the latest televised sports events. All Rounder shots Bar & Restaurant, Formula one bar, Smaaash Sport bar etc which offers both sports entertainment, food and drinks.

By adding entertainment options, F&B brands give customers another reason to spend more time at the dinner table, thus improving the average spend per visit. While some forms of entertainment are offered free of cost (for instance, live music), others games such as snooker require some additional payment. Further, with increasing competition and fast-growing markets, F&B

brands need to create an opportunity to differentiate them from other brands. Traditionally, restaurants were rated in terms of theme and ambience; now they vie in offering varied entertainment.

Online food ordering is a new craze among the metropolitan cities and Pune is also one of them. Zomato released its report for FY 19 a few days ago. It gives an insight into the food preference of Indians in the 200 cities where the food delivery platform operates. Zomato also started with Online reservation services and now its offered in eight countries across over 16,000 restaurants, and that more than 1 million diners in India are making reservations on Zomato every month. The trend is only expected to go up with each passing year.

VI. NEW GROWTH AND OPPORTUNITIES

India's growth is seen not merely in big cities but also in smaller towns. Further, there is tremendous growth across sectors, which has created deeper pockets. The F&B zone is also flourishing, glad to the new middle class wishing to taste different cuisines and also due to the youth looking to emulate the Western lifestyle. Thus, F&B brands have an opportunity to consolidate in the metros and also foray into smaller cities and towns.

A phrase 'Agro tourism' is a new profile of tourism. An agro- tourism is farm based business that is open to the public. These specialized agro-tourism destination generally offer things to see, things to do and produce or gifts to buy, and are open to the public. Agri tourism is defined as "Travel that combines agriculture or rural setting with products of Agriculture operations – all within a tourism experience.

Mr. Pandurang Taware is a Father of Agro Tourism industry. He brought this concept to India and many opportunities are there for farmer to start a new business. In Pune district it is very well know and appreciated by Pune-kars. Where people are enjoying rural food, activity and their lifestyle. There are many agro tourism near Pune Torna Tents Agro Tourism, Baramati Agro tourism, Mulshi Agri Tourism, Sahyandri Agri tourism. So there for Agro tourism is a way of sustainable tourism development.

VII. INTERPRETATION OF F&B CONSUMER BETTER-ROLE OF ANALYTICS

The Indian F&B zone keep on with to ask vast quantity of investment and still sees high extension and opening of new chains at a rapid pace. Habitual contender in this field also need to merge and/or expand in order to keep pace with competition and changing customer behavior and options. These brands will have to "understand" the customer as not simply being a bill value or table number and further, manage the conversion in a systematic way, with adequate oversight.

VIII. SOCIAL MEDIA IT'S CHERRY ON TOP:

Social Media Transforming Relationship with Consumers this initiative in 2011, by rewarding every 3rd customer who checked-in at Café Coffee Day through Foursquare with a 15 percent discount. Further, a guest who was a "Mayor" on Foursquare be presented with a free coffee, besides a 20 percent discount on every 3rd check-in. Incentivizing consumers is yet to take-off in a big way and is a future opportunity to be grabbed through Facebook and Twitter.

We can see that How F&B Brands mass up covering approved Social Media Channels

The social media existence of F&B brands and their level of commitment on Facebook and on other sites are useful marketing tools for entrepreneur. The channels' appeal among the youth is reflected in the statistics, and thus, if an F&B brand wants to be seen and heard through a social media channel, Facebook is its best bet.

Social Media modifying connection with Customers the arrival of social media as a marketing instrument has seen companies from every consumer-driven division rush to adapt to the new phenomenon. In a "to reach and speak with a individual guest or a group of people, usually in order to help or demand them world, it is no surprise that F&B labels have also involved into the social media extent. Further, whatever of their separate offerings, the brands all need to speak with the customers: the better this "conversation", the greater their share of the pie. The reach of social media primarily covers the age bracket of 13 to 34 years, which overlaps the core target segment for F&B brands. The leading social media channel, Facebook, alone has a total audience of 45 million people in India, with 90 percent in the 13 to 34 years range. Through Facebook, and other popular channels like Twitter, Foursquare and blogs, brands can gather reviews and dispense loyalty incentives. However, social media is not an ideal source for fine dining labels which have wealthy customers in older age groups, as this might impact their exclusivity and brand image.

Broadly speaking, F&B brands see social media as either a core marketing channel or as a support for traditional media. For brands which do not use traditional media to communicate with consumers – Café Coffee Day, Hard Rock Café, Mocha etc. – social media helps gain visibility and generates "talk value". McDonald's, KFC, Pizza Hut and Domino's Pizza use social media in addition to traditional media to connect with consumers and continuing being the "top of the mind" options.

Social media is often seen as a Touch Point, allowing brands to inform consumers about existing and new products, store openings, media coverage, and promotions and offers. In early days social media was mainly used by Quick Service Restaurants and in current trends five star hotels, standalone restaurant and others hotels are also promoting their products and services through social media such as Instagram, Facebook, and Twitter and so on. Social media is a tool for open communication,

Social media channels like Twitter, Instagram and Facebook also provide a space to consumers to air their complaints and grievances, which brands need to immediately address. Feedback and blogs, another form of Open network, are customers-oriented rather than label-controlled. Websites such as Zomato.com, Swiggy.com, Foodpanda.com also allow consumers to review

and rate restaurants. The use of social media to promote Incentives is presently limited to a few brands and certain social media channels. For instance, consumers receive incentives through Foursquare by means of “check-ins”. Café Coffee Day pioneered.

IX. RESEARCH METHODOLOGY:

The research paper is based on secondary data which has been taken from online journals, books, reviews and websites.

X. CONCLUSION:

This study sought to examine the relationship between current F & B trends in Pune excepted by Customers. Today’s customer focus on new craze in Food & beverage along with enthusiasm, excitement and entertainment along with food.

Innovative ideas in Hospitality Industry & Food and beverage service are a pleasant or long-awaited change.

Innovative ideas in Food & beverage service attract and help to achieve target and the fruitful pleaser of the needs of the consumers and the increase in the competitiveness of service organization.

Innovative tenancy in the food & beverage service area is show through the ability to generate multiple innovations, which will ensure the successful development of Hotel.

If a food and beverage service department is not involved in any innovation process its performance will sooner or later will get lost somewhere.

XI. SUGGESTIONS

1. We should not get detached from our traditional practices of Food and Beverage service as it give more personal touch to the service. .
2. Customers or consumers should not judge restaurants or food and beverage services through social media always. Every customers have their own assumptions and perceptions
3. To develop agro tourism in India we need government support to farmers and it should be on priority basis so the business of farmers will boost.
4. Need to improve on social media strategy from both parties’ entrepreneur and consumers which will improve marketing of any organisation.
5. There are tremendous employment opportunities for food and beverage professional in coming years.

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