

VISION **NXT**



Super micro trend report  
**Culinary Conversations: Beyond the  
flavors of a plate**



Image by @Muhammed Sajid

# A plate beyond mere flavours

## *Culinary Trends and what to look for*

The art of dining is evolving rapidly, transforming from a mere act of consumption into a multi-sensory journey. This journey, filled with diverse flavors and evocative emotions, enhances our creativity and extends beyond the culinary realm. From simple culinary activities to social engagements, such as meeting new friends, traveling to intimate destinations, and exploring the world's cuisines, culinary experiments have become a hot trend.

In this byte, the VisioNxt Team explores three crucial directions that highlight key aspects such as community, explorations, innovation, and experiences beyond the culinary realm. The first direction, "Kitschy Kitchen," addresses food from a community perspective. This theme emphasizes the social bonds and shared experiences that food can create, fostering a sense of togetherness and belonging. The second direction, "Playing Pop Up", focuses on the innovative blend of culinary traditions, where many chefs are introducing the essence of India to the international community. This theme celebrates creativity and fusion, showcasing how traditional flavors can be reinvented and appreciated on a global stage. The direction "Food for Thoughts", delves into how culinary experiences transcend mere enjoyment, revealing their potential to spark real conversations and address serious topics. This aspect highlights the power of food to provoke thought and bring to light important social and political issues, making dining a profound and meaningful experience. The final direction - "High-tech foodies", explores the integration of technology in the gastronomic world, from dosa printers to agri-tech innovations, showcasing the dynamic products and advancements shaping this field.

This byte delves into the broader mindsets and nuances of food, illustrating how dining has become an intricate part of our social fabric. By exploring these four directions—community, innovation, technology, and profound experiences—VisioNxt captures the essence of contemporary dining, where every meal is an opportunity for connection, creativity, and conversation.



# Kitschy Kitchen

Community, Identity, Reconnection, Agro tourism, Destination dining, Food Walks

A yearning for connection and a desire to break away from the monotonous ways of consuming food have led to a surge in communal aspects entering the culinary space. You don't have to be a world-renowned chef to embrace this trend; the idea of getting to know someone more intimately in personal, familiar spaces is gaining popularity.

Highlighting a few directives that point toward this narrative, we have niche, traditional, home-cooked meals served in unusual spaces, and kitchen raves that combine the excitement of rave parties with the joy of cooking. Interestingly, in bigger cities, these have become regular ways to meet people and socialize.

Brands can leverage this trend by creating nuanced events that offer exclusivity while fostering an individualistic approach that brings people together. It further shows the joys of cooking, and how it binds people together. This approach can enhance the dining experience, making it not just about the food, but also about the connections and memories created around the table.



@thenodmag

FOOD • 7 MIN

## India's coolest meals right now are not in restaurants

A new wave of hosts is winning diners over with unusual settings and a traditions-be-damned approach to cooking, serving, and entertaining



@flydining.chennai



@neighbourhood.in



## Eight plucky women from a Himalayan tribe are at the heart of India's newest destination dining experience

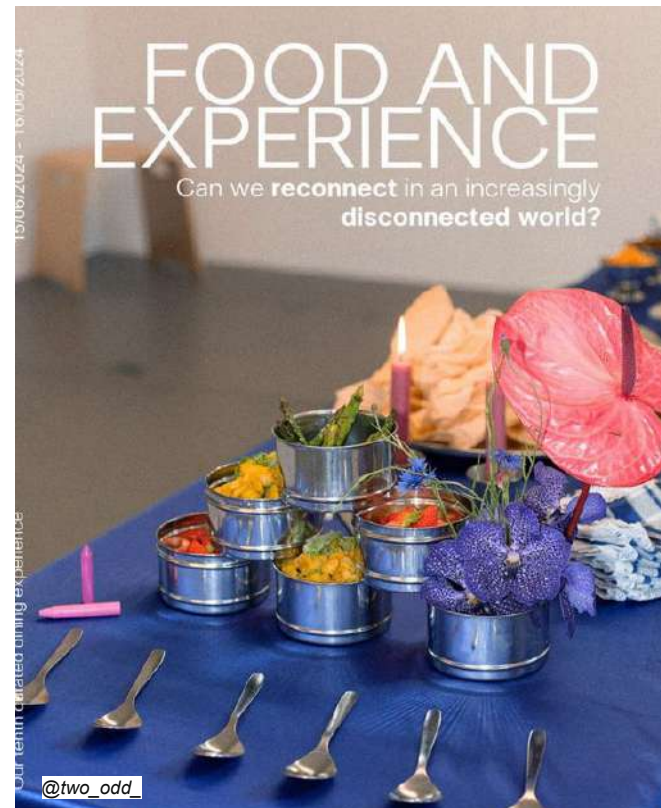
Damu's Heritage Dine in Arunachal's Chug Valley is their attempt at conserving their culture and architecture

BY TORA AGARWALA

@cntravellerindia



@Feast in the Fields by Urbanaut



@two\_odd



@Fazenda Cazulo



@Vizhamedai



@kilukkafarms

## Cafés take diners on a walk in the neighbourhood

Restaurants and cafés in Mumbai are curating walks and offering diners a taste of more than just food and drinks

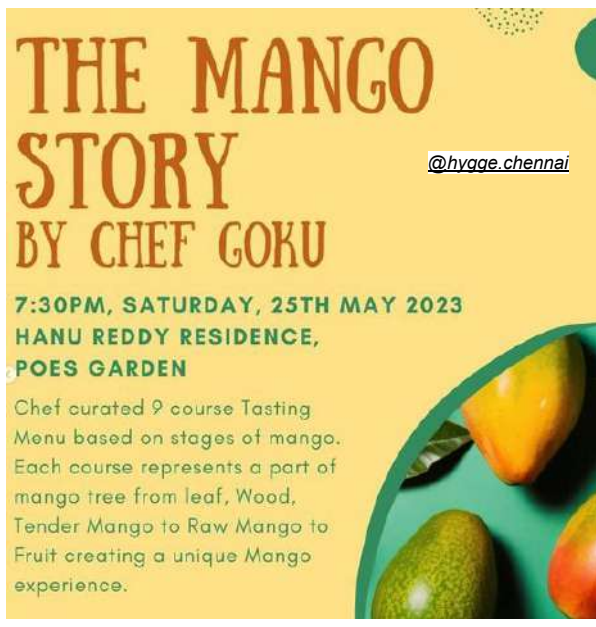
@arzoodina

Restaurants and cafés in Mumbai are ditching out more than just food

opened, tying up with experts who take you through Mahim's history, heritage and architecture, ending with breakfast at the bakery. This includes a typography walk with local resident Tanya George, about the many quirky fonts and signs that can be found in the neighbourhood. Photographer and local resident Sunny Amlani leads a historical walk where patrons can learn little snippets like how Mahim is actually home to a large Sindh community, its baking culture, or for that matter how the Mumbai



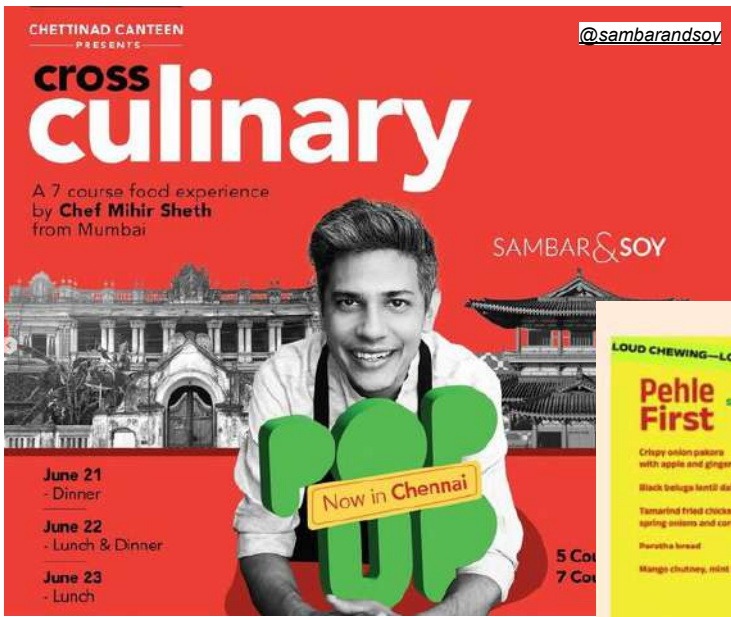
@kitchenrave.in



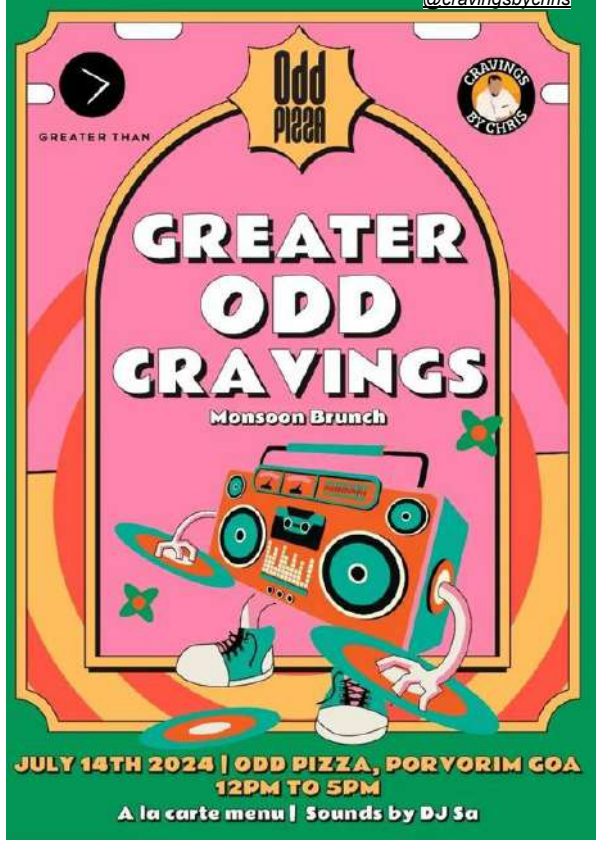
## Playing Pop-Up

*Curation, Blend of cultures, Chef-driven, Sharing intangible heritage through Food*

Pop-ups and small events have become one of the key avenues to discover what's new and exciting in the culinary world. With nearly every city hosting these vibrant events, they offer a variety of intriguing culinary choices. For brands looking to expand their product offerings, pop-ups present fantastic opportunities to create unique experiences and understand their target audience better.



**A sumptuous food pop-up scene is cooking in Goa** @comantakimes  
 Recently, Appalam Goa organised a food pop-up at Sarvaa Goa offering Madurai cuisine and busting stereotypes about food from Tamil Nadu

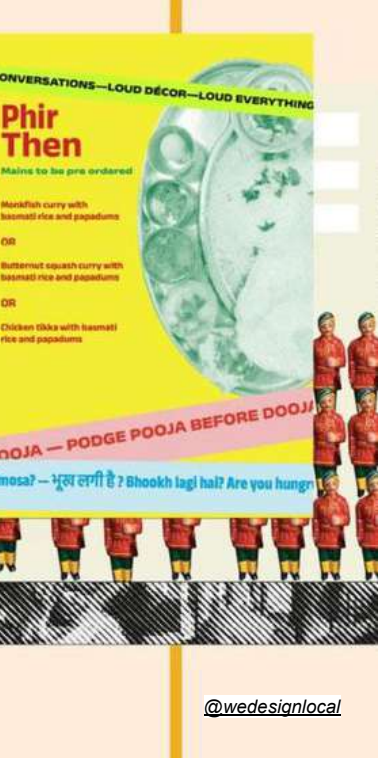


These events often showcase innovative fusions and seasonal specials that captivate food enthusiasts. For instance, one seasonal event featured "The Mango Story," where the chef curated a special indulgence menu that guided tasters through the different stages of a mango's lifecycle. This creative approach not only highlighted the versatility of the mango but also provided a memorable and engaging dining experience.

By participating in or hosting pop-ups, brands can experiment with new concepts, gather valuable feedback, culture-transfer, and connect with a diverse audience. This dynamic setting allows for a more personal and interactive engagement with consumers, fostering brand loyalty and creating lasting impressions.



**5 culinary pop-ups to sign up for in Mumbai, Goa and Bengaluru this July** @cntravellerindia  
 On the menu this month: mishti, miso, milo mochas and more



**Dig into 10+ Curated Street Food Pop-Ups** @thingstodoinmumbai  
 Get ready to munch your way through India's street food delicacies with Fred Tea, Bombay Sandwich, Prithvi Café, Neel, Agra Chaat, Indu Icecream and more

# Food for thought

Awareness, Food Politics and Security, Food Education, Indian Food systems

An alternate approach to consuming food is emerging, influenced by production practices, strategic political and economic movements, and the rise of agritech, particularly in India. These advancements in technology are not only revolutionizing agriculture but also sparking significant political and social conversations around food, positioning it as a powerful tool for conveying serious messages.

Tastes linger longer, and directives like the intertwining of identity with everyday food underscore its crucial role. The nuances of a specific region, from the soil to the people who cultivate and prepare it, are integral to a larger narrative. These elements highlight the deep connections between food, culture, and identity.

Viewing consumption through this parallel lens, these conversations are becoming increasingly vital. Creatives and individuals are embracing and addressing these themes unapologetically, using food as a medium to explore and express broader social and political issues.

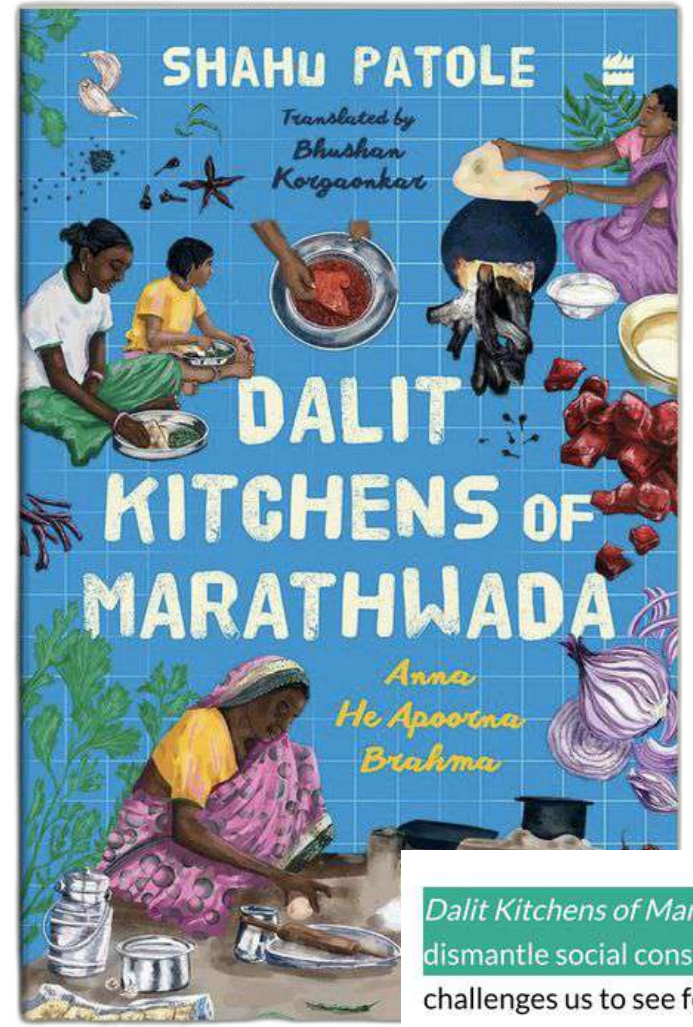
## From 2 Cr Salary to 2 Million Followers: How 'FoodPharmer' Started A Food Revolution in India



2. A kitchen is an ecology of giving, taking and sharing. Your hand connects to the food in front of you and to every hand that moves produce from the field to the kitchen and from the kitchen to your table. @studoolafureliasson

## Edible Waves & Gyaan Factory presents STUDYING FOOD

UNDERSTANDING PEOPLE, POLITICS, AND PALATES THROUGH FOOD. A THREE DAY RESIDENTIAL WORKSHOP AT GREENARA, KERALA - JANUARY 20-22 - WHERE WE DEEP DIVE INTO HISTORY, ARCHAEOLOGY AND ANTHROPOLOGY OF FOOD.



@Shahu Patole @home.grown.in

*Dalit Kitchens of Marathwada* is more than a culinary exploration; it's a call to dismantle social constructs. By deconstructing the link between food and caste, Patole challenges us to see food as a universal human experience; a common thread that binds us together. This groundbreaking text not only documents a rich culinary heritage but also paves the way for a more equitable future where food is a source of celebration, not division.

## GEOPOLITICAL HOSTILITY, WITH A SIDE OF HALWA PURI

In trying to curate her favourite breakfast, **Maliha Khan**, a Pakistani writer in Delhi negotiates her many identities.

@enthucutlet



## #81: QUEERNESS, PRIDE, AND FOOD

@edible\_issues edible issues

## In India, Music Helps Spread the Message of Millets

New and ancient songs show that there's more to reviving a crop than planting seeds.

BY ANDREW COLETTI • JUNE 17, 2024



A display at the Global Conference of Millets in 2023 featured a millet map of India. PALLAVA BAGLA/GETTY IMAGES

@atlasobscura.com





@Beebom

### An automated cooking station for commercial kitchen

Indian & Chinese cuisine has become increasingly popular in recent decades, but many restaurants still struggle to balance flavour with operational efficiency. We introduce 'Wokie,' an innovative automated cooking station designed specifically for Wok-based recipes to address this challenge. With Wokie, restaurants can easily prepare a wide range of dishes - from Chinese cuisine to Indian gravies and soups - with just a few simple steps.

@mukundafoods



@evochef

## High-Tech Foodies

Automation, AI integration, Agri-intelligence, 3d printing, Digitization in Seed management

The integration of technology into the food industry has revolutionized various aspects of food production, preparation, and consumption. From innovative techniques like 3D food printing that blend creativity with precision to advanced manufacturing processes driven by automation and AI, technology has ushered in a new era of possibilities.

Be it aesthetic addition like the "Beeborn pen", or the "Automatic Dosa Maker", what could be perceived as "extra" could be a need in many places. These are carefully created understanding the needs of every user/ individual.

Although these can be a lookout for in the future, a positive step in this direction is much needed. We are looking at technologies that reduces the time, and produces the food seamlessly. Adopting technologies and further exploring these innovations might help bring these down to the masses.

### The Foodini Formula

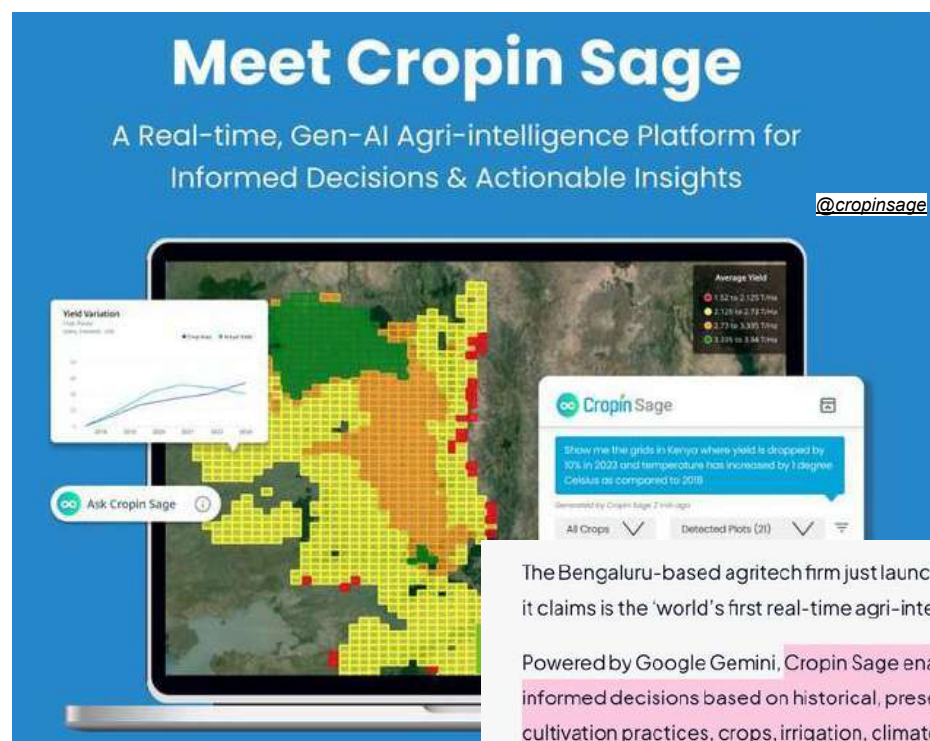
The premise of all 3D printers is that you become the manufacturer, you are the maker. The same concept applies with Foodini: you become the manufacturer, and you control what ingredients go into your foods.

People are never forced to buy pre-filled food capsules. Foodini ships with empty stainless steel food capsules, and people can print with fresh, real ingredients, having total freedom and control over foods printed and in what form.

Essentially Foodini is a very clean system that pushes food down the capsule, through the nozzle, and prints it. A precision control system moves the capsule in a very accurate way, creating shapes which then can be stacked layer upon layer to become truly 3 dimensional creations. Foodini uses state of the art technology, hardware and software, and the power of the internet so that making your new creations is easy as pie.

A successful Foodini print is made up of 2 main elements: creations and fillings. Creations are the shapes that print. Fillings are the ingredients that are loaded into the capsules and printed - into creations. Both creations and fillings can be custom made and used independently but they can also be combined to form redipes. Laid out just like your favorite recipe book, recipes are super easy to setup, edit and prepare.

@3dapac



@cropinsage

The Bengaluru-based agritech firm just launched Cropin Sage, which it claims is the 'world's first real-time agri-intelligence platform'.

Powered by Google Gemini, Cropin Sage enables users to make informed decisions based on historical, present, and future data on cultivation practices, crops, irrigation, climate, and soil.

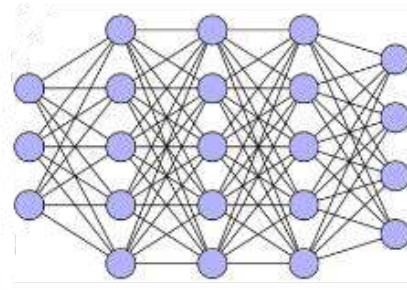
@Analyticsindiaaq

# HOW WE WORK

*A brief look at our process*



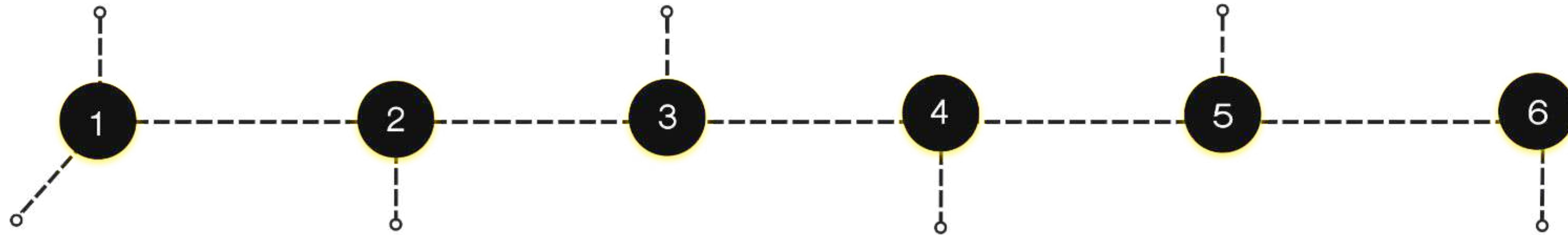
Trends spotted by trendspotters through the VisionNxt app.



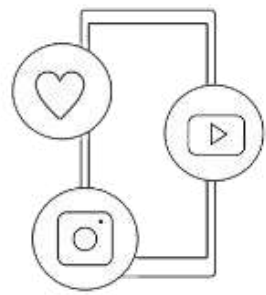
Deep learning model development and prediction.



Generation of reports through trend bytes, whitepapers, newsletters, etc.



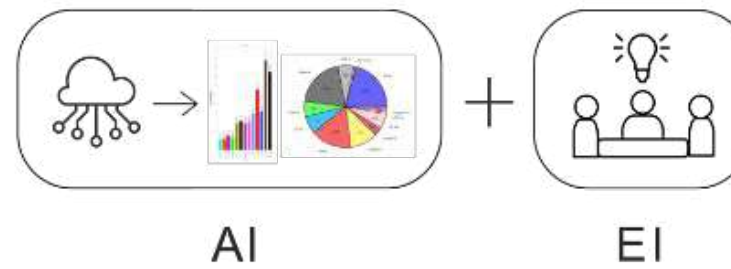
Trends spotted from social media, e zines, blogs and other open sources.



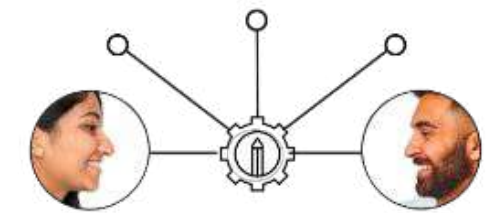
Accumulation at VisionNxt server



Integration of artificial (AI) & emotional (EI) intelligence.



Dissemination of info through customised insights.





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### **DISCLAIMER**

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