

# A Case Study on Bakery and Patisserie at West in Mumbai

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**Abstract:** *In order to provide students, the opportunities to gain knowledge. We felt lucky to have a chance to do research on bakery to continue our semester. While doing research here, I have gained my precious experience and knowledge. During this period, we gathered more information as well as research to know what this subject has and is lack of so that, we are giving some recommendations to suggest in this, the new ways to be different in order to attract more guests, especially business guests.*

**Keywords:** Bakery Industry

## I. INTRODUCTION

The basic trends in bakery and pastry innovation are related to Health, Pleasure and Convenience. These gave rise to the innovation in the bakery product such as breads or similar products. New cuisine and leading chefs are considering bakery, not solely a complement to the dishes served in their restaurants but as a fundamental aspect of their innovation offering.

The increasing popularity of trending cuisine has had an economic impact on the industry related services such as hospitality and tourism and led the sociologists to include culinary services within the creative and culture industries (Rao, 2003). It has affected as well food industry and services related with added value or innovative restoration.

Bakery products, due to high nutrient value and affordability, are an item of huge consumption. With population rise, the rising foreign influence, emergence of female working population and the fluctuating eating habits of people, bakery products have gained popularity among people, contributing significantly to the growth trajectory of the bakery industry.

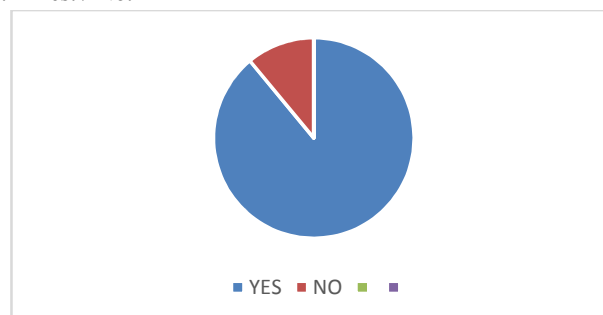
## II. RESEARCH METHODOLOGY

The current study aims are to get accurate response by the guest and with the organizational structure of The Westin understands and orientation of application of the theoretical learning acquired from conceptual concentration in the undergraduate program.

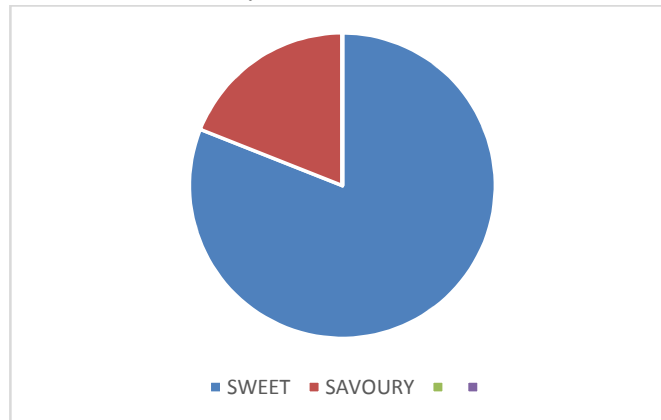
For conducting the study primary data was collected through an administered questionnaire to collect the responses of the customers on the basis of various service attributes provided to them. The study uses simple random technique for the survey. Data is been collected as primary information through face-to-face conversation and interview with officials of Bakery, data from Computer generated database etc.

## III. QUESTIONNAIRE

Do you like Bakery products? - Yes. / No.



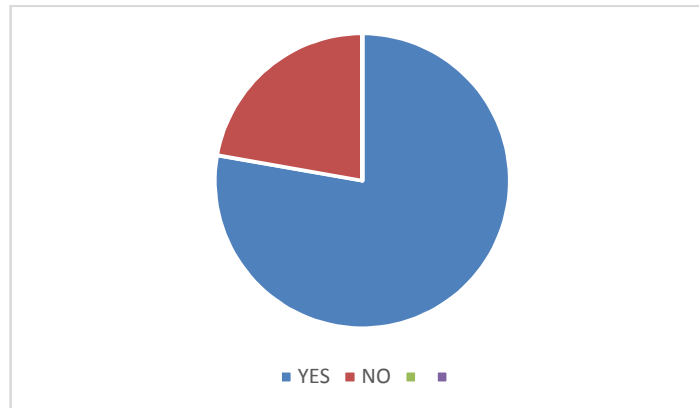
What Bakery items do you like? - Sweet. / Savoury.



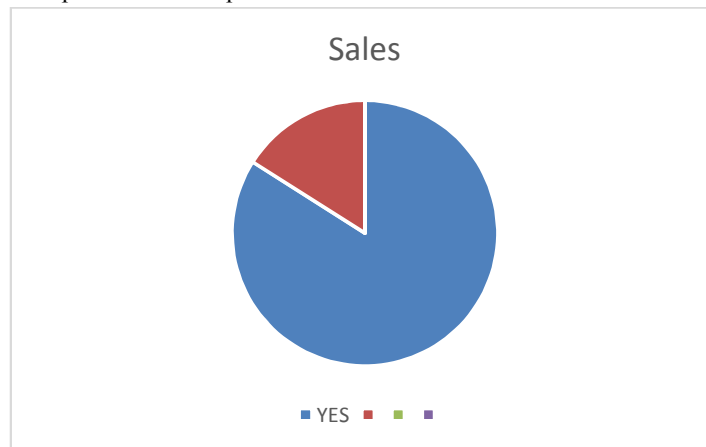
Do you like Cakes? - Yes. / No.



Do you Like Puff Pastry? - Yes. / No.

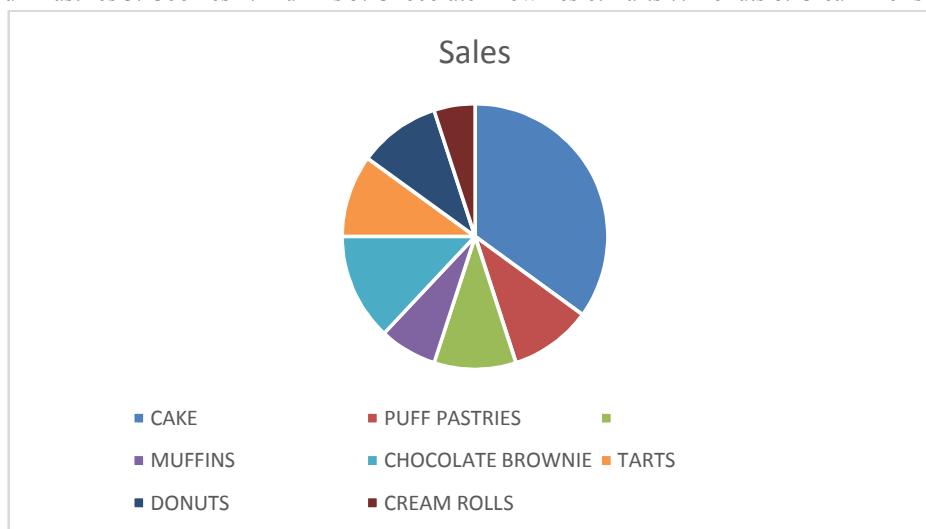


Do you think desert is also important in a complete meal? - Yes. / No.



What flavours of cakes do you like?

1. Cakes 2. Puff Pastries 3. Cookies 4. Muffins 5. Chocolate Brownies 6. Tarts 7. Donuts 8. Cream Rolls



### Role of Science and Technology in Innovation of Baked Products

Science and technology play a crucial role in the innovation of baked products. They contribute to various aspects of the baking process, from ingredient selection and formulation to production techniques and quality control. Here are some specific areas where science and technology have a significant impact:

**Ingredient analysis and formulation:** Science allows for a deeper understanding of the properties and interactions of various ingredients used in baking, such as flour, leavening agents, fats, sugars, and flavorings. By studying the chemical and physical characteristics of these ingredients, scientists can develop new formulations or modify existing ones to enhance the texture, taste, nutritional value, and shelf life of baked products.

**Product development and optimization:** Science and technology enable the development of new baking techniques and processes, leading to innovative products. For example, advancements in mixing technologies, dough fermentation methods, and heat transfer systems have revolutionized the production of bread, pastries, and cakes. By optimizing these processes, bakers can create products with improved quality, consistency, and efficiency.

**Food safety and preservation:** Science plays a critical role in ensuring the safety and preservation of baked goods. Through microbiological analysis and research, scientists can identify potential contaminants or spoilage organisms and

develop strategies to prevent their growth. Technological advancements, such as modified atmosphere packaging and temperature-controlled storage, help extend the shelf life of baked products while maintaining their quality and safety. Sensory analysis and consumer preferences: Science and technology aid in the evaluation of sensory attributes of baked products, such as taste, texture, aroma, and appearance. Techniques like instrumental analysis, consumer surveys, and sensory panels provide valuable insights into consumer preferences and allow bakers to tailor their products accordingly. This information is crucial for developing new flavors, textures, and product variations that cater to evolving consumer demands.

Product innovation and automation: Science and technology have driven automation and mechanization in the baking industry, leading to increased productivity and consistency. Automated mixing, dough shaping, and baking systems enable large-scale production while maintaining product quality and reducing labor costs. Additionally, advancements in food processing equipment and techniques allow for the creation of unique, complex product designs and decorations.

Nutritional enhancement: With growing consumer awareness of health and nutrition, science and technology help in the development of baked products with improved nutritional profiles. Through the use of alternative flours, reduced sugar formulations, and fortification with functional ingredients, bakers can create products that align with dietary preferences, including gluten-free, low-sugar, high-fiber, or protein-enriched options.

In summary, science and technology provide the foundation for innovation in the baking industry. They enable bakers to understand ingredient functionality, optimize production processes, ensure food safety, meet consumer preferences, enhance nutrition, and drive overall product advancement. By leveraging scientific knowledge and technological advancements, bakers can continuously push the boundaries of creativity and deliver new and improved baked goods to the market.

#### **IV. CONCLUSION**

My research is related to Trends and Innovation in Bakery and Patisserie. As now innovative chefs and peoples are also demanding for new products and processes capable of satisfying demands for healthy diets and functional properties in the bread, bakery and pastry products complementary in restoration services.

The research report has been divided and presented in seven chapters. The CONTENT of the report shows about the historical background of the bakery and patisserie.

The fourth part of the report shows that now a days the generation is getting evolved as per that the equipments should also get evolved before the invention of the equipments people used to take a lot of time to do any products but now it has become more easier due to the new inventions . The fifth part of the research shows that new methods used in bakery and patisserie it is divided into two parts in first part

On the other hand we are experiencing that science and technology play a relevant and increasing role in finding acceptable solutions for meeting these peoples and chef demands. It appears that innovation in restoration services has a systemic character that influences and drives innovation.

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