

# A Study on Icing Cakes in Mumbai City: Innovations with Chocolate.

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**Abstract:** *When it comes to desserts, confectionery and textures, then consumers today are increasingly looking for truly decadent experiences. This has inspired and encouraged new levels of creativity among confectioners, pastry chefs, home bakers and chocolatiers around the world. Combinations, previously unheard of are now becoming popular, g- infusing chocolate with various fruit flavors, giving chocolate a transformation in a form of cake, people are fully aware of the chocolate s used in cakes. Also, the industry focuses mainly on textures and tastes too. New trends like larger chocolate chunks and crispy chocolate layers between the cakes as a filling add a bite and find their way in the newest trends.*

*Gone are the trend of authentic cakes, those cakes at once were ruling the confectionery market but now there has been a great revolution in this industry. Innovation is the trend in the market. People no longer prefer the same old typical cakes, the taste buds, dietary cautions, captivating are the new rage. The pandemic which has almost led people prefer staying at home, the need for quick, instant, time-saving which has given rise to different meals. On-the-go products that are low on preparations are currently in high demanded market. Consumers in India have had a gradual shift of allegiance and many today now favor chocolates as gifts during Diwali instead of just traditional sweets. This has obviously been possible to the rising innovations with chocolates. They are all eye appealing, luscious, and also at the affordable prices*

**Keywords:** Innovations, Icing, Cakes, Chocolates, Confectionery

## I. INTRODUCTION

The title of this research is Study on Innovations with chocolate in icing cakes in Mumbai city. But it is more than what the topic suggests. Whether considered as a healthy food or sinful indulgence, a pleasurable gift, chocolate consumption is a fascinating and controversial issue. Ever since chocolate has been introduced in this world, there are many ways in which chocolate has been used. Chocolate is such an output whenever we think of chocolate, we picture a bar, bon bon, cake, milkshakes, brownies. Consumption of chocolate in cakes is sharply emerging in markets. Over the decade chocolate has been used in cakes in various ways, there are many variations that have been brought about since the time of its discovery until today. If you are an intense chocolate lover, you would know how these beloved sweet treats play different roles in your life. Best part of these treats is you don't need a particular occasion to have them, you can have them in any form at any time of the year and in any situation. It has not only helped in bringing joy to the festivals but also has many benefits in health industry.

Today, people around the world are enjoying chocolate in varieties of different forms, consuming more than 3 million tons of cocoa beans annually. Throughout its incubation, one thing has remained constant—chocolate has never lacked an avid following of people who love the “food of the gods.” Mostly on the occasions people have started to prefer chocolates in cakes

It's fascinating how chocolate has gained importance in the baking industry. For those who share an inclination towards cakes chocolates these are the best desserts you have.

That treat which is a part of every momentous celebration and evoke nostalgia. There exists a flavor profile for every person even the person who doesn't like chocolate.

So, in this research I would be explaining how cake industry has accomplished new shape after emerging chocolate.

**1.1 Objectives:**

- To study the process of using chocolate in icing cakes in Mumbai city.
- To study different innovative trends of using chocolate for icing cakes in Mumbai city.

**II. LITERATURE REVIEW**

**((Mihu, 2017)**

According to the latest report by IMARC Group, titled “**Indian Bakery Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026**”, the Indian bakery market reached a value of US\$ 9,626 Million in 2020. As customer understanding grows, craftsmen and manufacturers will continue to provide new and inventive goods. Demand for high quantity and excellent quality has compelled artisanal product manufacturers and bakers to modernize equipment in order to fulfil increasing demand volume, increase efficiency, and reduce waste. It's been fascinating to see innovation in the health foods industry since more and more manufacturers are experimenting with texture and crispiness of their goods while yet maintaining decent taste. When it comes to flavor perception, texture is a key factor. The more traditional smooth and creamy textures are slowly giving way to newer mouth feels such as chunky and crispy. More and more chocolate brands are trying to combine soft fillings with crispy elements that can add that “extra wow” factor to a product. Consumers today have hectic lifestyles, and most are continuously rushing from one duty to the next; hence, bite-sized sweets that deliver on flavour and health will quickly become popular.

**(Hunt, 2015)**

Think of innovation as a cupcake. There's cake and frosting and little pearl sprinkles and it's just about the cutest thing you've ever seen. When the cake is removed, all that's left is a smear of frosting and some sprinkles, and it appears a little strange and disassembled. Furthermore, since there isn't any cake left, it isn't really a cupcake anymore. Because of this, creativity is the icing on the cake when it comes to innovation.

**(Patil, 2020)**

New and inventive trends in chocolate confections are created, such as the use of orange or citrus as an ingredient in desserts, the fabrication of vegetables in chocolate, the incorporation of different fruits in chocolate, the addition of nuts in chocolate, cereals are included within chocolate used in breakfast, floral, white chocolate, and layering flavors. Due to customer demand for fresh and inventive chocolate confectionery developments as well as for healthy and organic chocolate candy, innovative chocolate confectionery is currently in style.

**According to Wikipedia** Melted chocolate, cocoa powder or both can be used to flavor chocolate cake, often known as chocolate cake.

**The Origin of Chocolate**

The fruit of cacao trees, which are indigenous to Central and South America, is used to make chocolate. The fruits are known as pods, and about 40 cacao beans are found in each pod. To make cocoa beans, the beans are roasted and dried. The word "chocolate" comes from the Aztec word "xocoatl," which was used to describe a bitter beverage made from cacao beans, according to etymologists. Theobroma cacao, the Latin name for the cacao tree, translates to "food of the gods." It's very uncertain from where exactly cacao came or who invented it. It is believed that the Olmecs made a ceremonial beverage out of cacao. However, since they kept no written history, opinions differ on if they used cacao beans in their concoctions or just pulp of cacao pod.

**Brief about Chocolate Cake**

In 1974 DR. James Baker discovered how to make chocolate by grinding cocoa beans between two massive circular millstones. A mechanical extraction method was developed by Conrad Van Houten in 1828 to extract the fat from cacao liquor resulting in cacao butter and the partly defatted cacao, a compacted mass of solids that could be sold as it was “rock cacao” or into powder.

The processes transformed chocolate from a luxury to a moderate daily snack. A process for making silkier and smoother chocolate called conching was developed in 1879 by Swiss Rodolphe Lindt and made it easier to bake with chocolate as it commingles smoothly and completely with cake batters. Up to 1900, chocolate was used mostly for drinks.

The Duff Company of Pittsburgh, a molasses manufacturer, introduced Devil's food chocolate cake mixes in the mid-1930s but it was introduced only after the World War II. Three years after General Mills released their cake mixes,

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Duncan Hines debuted a "Three Star Special," so named because the same mix could be used to make a white, yellow, or chocolate cake.

In the 1990s, single-serving molten chocolate cakes with liquid chocolate centres and infused chocolates with exotic flavours such as tea, curry, red pepper, passion fruit, and champagne" were popular. Chocolate couches and artisanal chocolate makers were popular in the 2000s. Rich, flourless, each- but- flourless chocolate cakes are now standard in the ultramodern patisserie," according to The New Taste of Chocolate

**Frosting or icing**, are basically sweet glaze made to cover the outer part of the cake. To make it look prettier various colors can be added which makes no difference in their taste. Frosting is shiny glossy thick cream on the outside of the cake made by sugar with liquid like milk, water which is enhanced with butter, eggs, cream cheese or flavorings. When it used in between the cakes, it is layered with frosting it is called as filling

Frostings and Fillings are of different types some are as follows- boiled frosting, buttercream frosting, cream cheese frosting, meringue style frosting

Cakes can be coated, covered, or otherwise glammed up using cake icings and glazes. The finest aspect of something isn't referred to as "the icing on the cake" for nothing. The variations here are mainly Marzipan, Ganache, fondant, Glaze, Royal Icing.

#### **Trends in Chocolate and Cakes in Mumbai**

**(Magzter.Inc, 2018) German chocolate cakes, red velvet cakes, black forest gateau, and black forest cakes are no longer the trendy desserts. They are outdated now. Today the craving is for something unique, something new. Customized cakes are now the new thing in Mumbai's Bakery and confectionery Industry".**

As far as cakes are concerned, innovative ideas are being thought of and executed by the Pastry Chefs and their clients who want their cakes to be unique and different. Thus, cakes are being introduced in the form of various shapes like cars, cricket field or with a feeding bottle on the top, half birthday cakes, hammer cakes etc. and also through myriad other themes.

**Chef Santosh Rawat, Executive Pastry Chef, JW Marriott Mumbai Sahar, said,** "When it comes to celebrating a special occasion with loved ones, the good old chocolate truffle may not be appropriate in today's day and age. Now the demand is for gourmet cakes that look stellar. These are customized as per guest preferences

The idea of personalized cakes has mostly evolved throughout time as skilled bakers have pushed the bounds of their creativity like never before. Gravity-defying cakes, fondant cakes with consumable graphic prints, multi-layered cakes with ruffles, textures and flavors, 3D theme-based cakes — these have effectively replaced the simple-looking classics of the cake world with their lavishness," pointed out **Siddharth Anand, Executive Pastry Chef, Sofitel Mumbai BKC.**

### **III. RESEARCH METHODOLOGY**

Our study of research is Quantitative as well as Qualitative research, so we have collected all the information and data through both the primary source and the secondary source. For primary data and information, we have conducted an online survey in a structured questionnaire through which we have collected all the necessary information like their preference towards the Innovative cakes and Authentic Cakes and the frostings preferred by the respondents to achieve the desired results and conclusions.

We have also collected secondary data from different sources like journals, books, magazines, different websites, web-magazines etc. As we have conducted this research by doing online questionnaire survey, to collect all the necessary points and records for our research from the respondents living in Mumbai. In the survey form, the respondents have shown their thoughts, preferences, choices, likes, dislikes, regarding the innovative and authentic chocolate icing cakes. Total 110 respondents from Mumbai and they were served with a structured questionnaire to get their views and preferences for different innovative chocolate icing cake and authentic chocolate icing cakes.

### **IV. DATA ANALYSIS AND INTERPRETATION**

#### **How frequently people prefer to have chocolate in icing cake?**

Majority of the respondents (41.8%) Regularly prefer chocolates in icing cake.

28.2% respondents occasionally prefer chocolate in icing cakes.

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22.7% respondents sometimes prefer chocolate in icing cakes.

7.3% respondents Rarely prefer chocolate in icing cake

**Type of chocolate people prefer to have in cake**

50.0% prefer Dark chocolate.

12.5% prefer White chocolate.

27.7% prefer Milk chocolate.

10% prefer Ruby chocolate.

**Type of chocolate icing people prefer in the cake**

33.6% of respondents prefer chocolate glaze n ganache

23.6% of respondents prefer chocolate fudge

23.7% of respondent's chocolate buttercream

20.0% of respondent's chocolate cream cheese frosting.

**Preference of authentic chocolate cake**

30.9% respondents prefer Chocolate truffle

27.3% respondents prefer Dutch chocolate cake

21.8% respondents prefer Black forest

20.0% 0 prefer Chocolate mocha cake.

**Preference of innovative chocolate cake**

45.5% of respondents prefer pull me up cake.

25.5% of respondents prefer pinata cake.

16.4 % of respondents prefer Tiger print cake.

12.7% of respondents prefer gravity defying cake

**People prefer authentic chocolate icing cake in Mumbai City.**

30.9% respondents prefer Chocolate truffle

27.3% respondents prefer Dutch chocolate cake

21.8% respondents prefer Black forest

The rest 20.0% 0 prefer Chocolate mocha cake.

## V. CONCLUSION

Authentic cakes add joy and happiness to your celebration, Various flavors are present in cakes like chocolate, banana, strawberry, pineapple, red velvet, etc.. Another cake that can also be treated as a lovely option for get-together moments is chocolate truffle cake. Chocolate is such a flavor that is most used in cakes and the chocolate truffle cake would bring back many memories from your childhood. Some people still prefer an authentic cake as trending cakes does not satisfy their taste buds.

As per the study and results 47.3% of consumers prefer both Authentic Cakes and Innovative cakes.

47.3% of respondents prefer bothtypes of cakes.

17.0% of respondents prefer authentic cakes.

35.7% of respondents prefer Innovative cakes

People consuming Innovative Cakes are more than the people consuming Authentic Cakes. Cakes and sweet bakes are enjoyed almost universally, with 33.6% of consumers stating that they had eaten them quite a few times. Ruby chocolate is a prime example, of people choosing their ways to innovation. Respondents prefer pull me up cake. 25.5% prefer Pinata Cake. 16.4% prefer Tiger Print Cake. 12.7% prefer Gravity Defying cake.

Pinata Cake

Tiger print

Gravity Defying

Kik Kat Cake

Pull me up Cake

Brushstroke Cake

Bubble Wrap cake

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Drip cakes

Mirror Glaze cakes

Consumers indicated price, eye appealing and taste as the most important factor when choosing an innovative cake, with Eye appealing, Taste being the second most important. And 20% said taste is the prominent factor while purchasing innovative cake. Consumers continue to base their cake purchase decisions around flavor. Therefore, as an indulgence-driven category, the launch of new flavors inspired by popular culture, innovating with novel formats (for example, incorporating unexpected yet complementary flavors into recipes), luxurious flavors and contrasting textures can spur impulse purchases and excite interest in the category.

**Outcome:**

People of Mumbai prefer Innovative Cakes over Authentic Cakes. Post pandemic people have tendency to find such a way where they can easily have such products which are affordable, time-saving, quick access, and easy to bake but along with it, they constantly try to update their choices and hence preferring innovative cakes is a better solution for them.

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