



**ASHA RAO CONSULTANCY**

# CHEF'S SPECIALS

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# Introduction



## Asha Rao

An entrepreneur and an experienced chef in global and regional, creative and traditional, culinary art. Her spectrum of work includes R&D, recipe writing, food styling, manufacturing, operations, supply chain management, audit, business development and sales. In her career span, she perfected and experimented regional cuisines of Karnataka, Tamil Nadu, Kerala, Maharashtra, Uttar Pradesh, and Punjab, to name a few.

A much coveted bi-product of her global travel experience is a working knowledge and cooking experience in Italian, Swiss, Mexican, Chinese, and Vietnamese cuisine.

She is constantly implementing and improving plans to positively impact the bottom line, improve efficacies and generate substantial revenues.

# Skills & Expertise



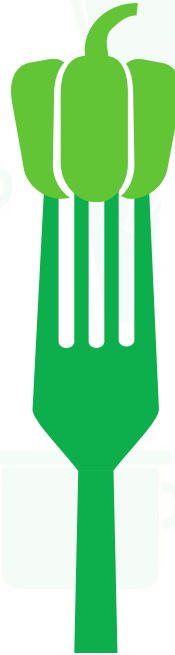
## Menu Planning

The selection of dishes to be served, picking out the products that are popular, sumptuous and delicious.



## Menu Design

Designing a menu with minimum yet descriptive text, using bold and contrasting colours and clear photos, and spotlighting the specials.



## Audit

Implementing greetings, hygiene (personal and place), employing knowledge of service and food production, ambiance, entertainment and other key factors.



## Training

Executing in-depth training manuals with practical demonstrations. Conducting one-on-one sessions with the staff.



## Execution

Ensuring attention to detail, Mise en place prepping, portion sizing, presentation and the overall taste is up to the mark.





## Chaayos, Mumbai

### Product Development – 2017

- Created a healthy option for their tea-themed snack menu.
- Developed and supplied Thepla Taco Shells. Secured the contract to supply Theplas to be used as taco shells across their branches in Mumbai.
- Created various types of breads with Indian Millets that are high on nutritional value and gluten free, giving multiple health benefits.

## Tea Trails, Mumbai

### Menu Planner – 2017

- Research & Development, menu planning, menu execution, food production and service training.
- Efficiently helped them revamp the café style menu into something more appealing to the millennial generation. Created various western dishes with Indian twists, out-of-the-box desserts such as the Wonut (A fruit waffle for kids), etc.



## Barnsicht Restaurant, Switzerland

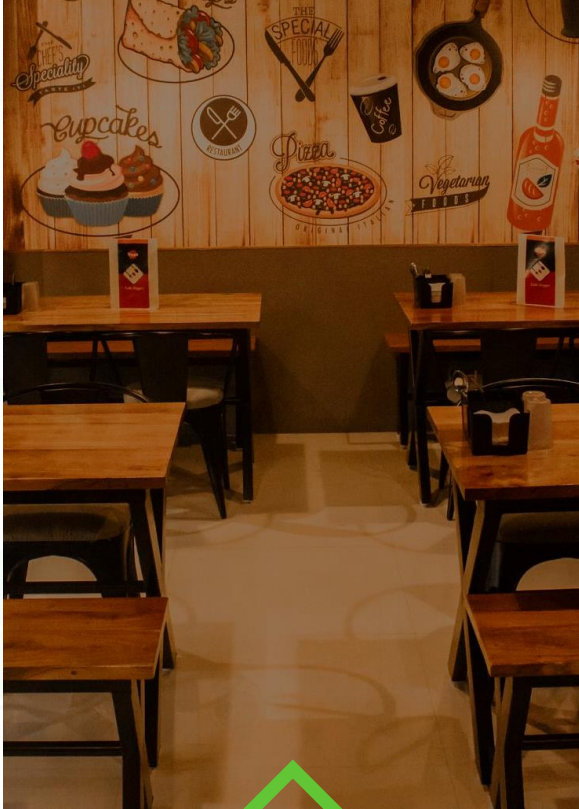
### Restaurant Consultant – 2018

- Incorporated the traditional Madhwa Kitchen cooking style and recipes to create a niche dining experience.
- Identifying and sourcing Indian indigenous ingredients to be used in the kitchen.
- Helped in creating and coordinating for marketing materials to promote the restaurant.



# Portfolio

Showcase of a  
few projects successfully  
completed by Asha Rao.



## Café Diggin, Tiruppur

Restaurant Consultant – 2018

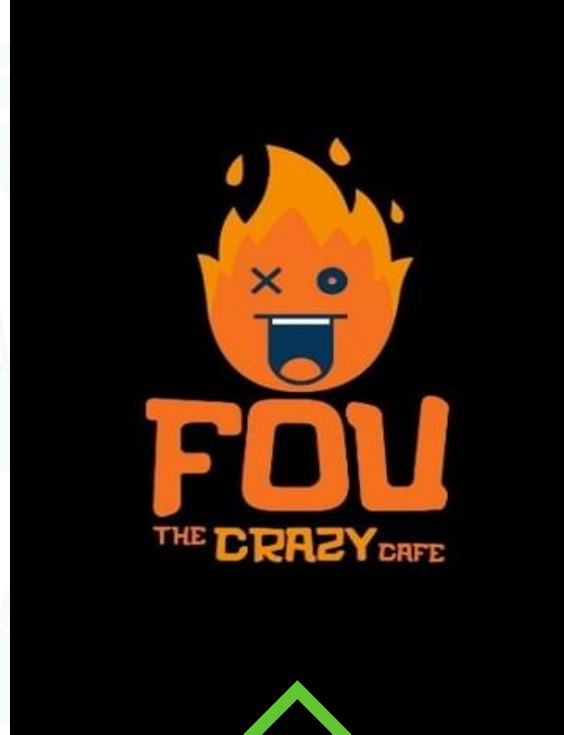
- Research & Development, menu planning, menu execution, food production and service training.
- Café style menu that appeals to the millennials.



## The Oceano, Surat

Restaurant Consultant – 2018

- Research & Development, menu planning, menu execution and food production.
- Created a full-fledged fine dining menu complimenting the theme and décor.



## FOU The Crazy Cafe, Mumbai

QSR Consultant – 2019

- Introduced the concept of using only charcoal-activated breads for the dishes on the menu.
- Research & development, menu planning, menu execution, food production and service training.
- Created café style menu that appeals to the millennials.



## The Boston Cupcakery, Mumbai

Executive Chef – 2015-16

- Created signature cookies for this retail chain of cafés with several franchises across Mumbai.





## The Flavour Factory, Hyderabad

**QSR Consultant – 2019**

- Research & Development, menu planning, menu execution, nutritional testing, allergy testing, process standardisation.
- Menu designed using all natural ingredients and flavours. (No artificial colours, additives or preservatives used.)

## The Belgian Waffle Co, Mumbai

**QSR Consultant – 2019**

- Research & Development, menu planning, menu execution and food production.
- Created a fun, innovative and yummy menu ideas.



## Toast House, Mumbai

**QSR Consultant – 2019**

- Research & development, menu planning, menu execution, food production and service training.
- Created café style menu that appeals to the millennials.

## Swiggy, Mumbai

**Menu Consultant – 2019**

- Partnered with Swiggy to create exciting menu ideas for their cloud kitchens.
- Research & development, menu planning and menu execution.





### **Oos Juice, Mumbai**

#### **QSR Consultant – 2019**

- Creating innovative mocktails and beverages keeping sugarcane as the core ingredient.
- Helping create a healthy alternative for soft drinks and unhealthy sugary juices.


### **Food Pulse, Bhuvaneshwar**

#### **QSR Consultant – 2019**

- Research & Development, menu planning, menu execution, kitchen set-up and food production.
- Created an appetizing menu comprising of nibbles, meals and beverages, complimenting the restaurant concept.





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- The background of the slide is white and features a repeating pattern of light green food-related icons. These icons include a slice of pizza, a plate, a set of cutlery (knife, fork, spoon), a burger, a bowl of food, a hot pot with steam, a hot dog, a chef's hat, and a bowl of soup. The icons are arranged in a grid-like pattern across the top and bottom of the slide.
- **Eddie's Spices** in Mira Road, Mumbai
  - **Food Truck** by Suresh Erath in Qatar
  - **Quick Service Restaurant** for Freshrooms Café, pan India
  - **Vega Foodtech Ltd. (U.K)** in Mumbai and Hyderabad

# Portfolio

Few of our new and ongoing projects.

# Education & Certification



1977-1979

**Kendriya Vidyalaya**  
Schooling from  
Ahmedabad

**HTT College –  
Textile Design**  
Undergraduate  
degree

1981-1984

2007-2008

**IHM – Culinary Arts**  
International Chef's  
Diploma Course

2018

**Monin India**  
Professional training  
in beverages

**Winter Park Florida**  
Training in Global  
flavours, creating  
innovative products

Research and  
development of  
international cuisines

# Publications

“Think outside the box while working with things inside the box.”

*Asha Rao*

**CHILDREN OF THE BALWADI – CHANGING THE FACE OF EDUCATION (2003)**

Writer

**INSIDE MUMBAI – A PHOTOGRAPHER’S JOURNEY (2009)**

Featured

**BLOGS & CULINARY ARTICLES (ongoing)**

Writer





**Thank You!**



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*Let's connect and create.*