

# BREAKING NEWS



*Eighth*  
**FOOD & BEVERAGE  
 and  
 HOSPITALITY**  
**2022**  
**15<sup>th</sup> -18<sup>th</sup>, September 2022**  
**Bhrikutimandap, Kathmandu**



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## FBH 2022: Back with a Bang!

8th edition of Food & Beverage and Hospitality Nepal, 2021 which was scheduled to be held from 2nd – 5th December 2021, has been cancelled due to COVID-19 cases in Nepal and the travel restriction imposed by the Government of Nepal for containment

of COVID cases.

FBH Nepal will be back for the year 2022. The new announced dates are September 15th, 16th, 17th and 18th with Bhrikutimandap, Kathmandu being the venue.

## Franchise with Syanko

Yes, of course we've seen it and most of us have eaten it when we were kids especially in India and Nepal where mothers would simply stuff the leftovers in a roti or chapati, roll it around and give it to their children. Who would've thought the same thing would turn out to be a popular dish in future. We better know it as a Katti Roll nowadays. Very few would imagine that Katti Rolls would become huge with an annual turnover of \$ 2 million. The man behind the vision is none other than Gyan Prakash Rai aka Syanko Sir.

Gyan Prakash Rai aka Syanko Sir is a man who has worked really hard to achieve his vision. Syanko Katti Rolls is ready to offer franchises to interested parties. Interested parties can fill up a form for the franchise on the company website. He started his career from a small shop serving quality food complimenting the culture of Katti Rolls with momos. Within a short span of time, he converted his food business into an empire under the name of Syanko Katti Rolls and spread his wings to all corners of Nepal. Media groups like BBC did a story on the success of Syanko Sir in the food business. Today his empire is not limited to Syanko Katti Rolls but he has invested in education,



hospitality, training, and more food related businesses.

Today, Syanko Katti Rolls have more than 30 franchises offering a variety of delicious rolls. Syanko Katti Rolls is a top notch fast food retail brand in Nepal and by the year 2023, more than 200 franchisees across Nepal are expected to be running under this brand. Syanko Sir is not only an insightful businessman but also a philanthropist by empowering people through Syanko Training School. He is training an army of Syanko warriors through world class training in hospitality. These warriors will be employed within Syanko outlets and other hospitality businesses across Nepal and abroad. Syanko Sir loves art and culture and works hard to preserve various art and cultures of Nepal. He believes that God has given him one life and that one chance should be dedicated to the development of society.

## Tri-City Road Show in February 2022

As a prelude to the 8th Food & Beverage and Hospitality 2022, House of Rajkarnicar is thrilled to launch the Tri-city Food & Beverage and Hospitality Road Show covering three major cities where hospitality is a key market i.e. Chitwan, Lumbini and Pokhara. The Road Show journey will start from 22nd February in Chitwan and will end on 26th February in Pokhara. The objective of the Road Show is to widen the B2B clientele network outside of Kathmandu valley giving a national reach to the show.

The Tri City Food & Beverage and Hospitality Road Show is a part of House of Rajkarnicar's continued

innovative programs to further add value to exhibitor participation in the exhibition. It allows the exhibitors to interact with the potential clients on their own home-turf, some of whom may not make it to the main event in Kathmandu.

The Tri City Food & Beverage and Hospitality Road Show is also a PR program to warm up the Food & Beverage and Hospitality buyers before visiting the main event in Kathmandu. In essence, the Tri City Food & Beverage and Hospitality Road Show is a little trailer or teaser to get them excited about visiting 8th Food & Beverage and Hospitality 2022.

## India's Beam Suntory Whisky

Beam Suntory, the global premium spirits company, has introduced a range of five premium spirits in markets of North India, signalling its commitment and strategy to grow in India in line with its ambition to reach USD 1 billion in revenue by 2030. These launches include Oaksmith, India's first international Indian whisky - created by world-renowned blender Shinji Fukuyo, Chief Blender of Suntory - using traditional Japanese craftsmanship, blended with the finest Scotch Malt whiskies and American Bourbons to make a whisky unique and authentic to Indian taste. In addition, the iconic Japanese whiskies The Yamazaki Distiller's Reserve and Hibiki Japanese Harmony, Suntory Whisky Toki along with Roku Japanese Craft Gin have also been launched.



"India is a strategic market for Beam Suntory, and the brands are thrilled by the appreciation that Oaksmith, Toki, Hibiki and The Yamazaki have received from consumers in India. The growing premiumization of the Indian market and the appreciation for finely crafted spirits make this an exciting time to expand the launch of these brands in India. Indians today are exposed to global trends, which inspired the creation of Oaksmith for whisky lovers

in India," says Neeraj Kumar, Managing Director of Beam Suntory India.

Continuing the momentum after launching successfully in pilot markets in 2019, the entry of five premium brands in North Indian market is a huge stride for the company to tread strongly towards its 2030 ambition. The launch of Oaksmith in North India is key to Beam Suntory's growth strategy in India. The brand has already sold upwards of 300,000 cases since its launch in India. Along with the introduction of The Yamazaki, Hibiki, Toki and Roku across North India, this world-renowned portfolio reinforces the company's commitment to lead the growth and premiumization of the Indian spirits market.

## Hotel Quarantine

The Department of Tourism has listed 78 hotels in the Kathmandu Valley and Dhulikhel for Nepalese and foreigners to stay in quarantine for five to 10 days after landing in Kathmandu. The selected quarantine hotels include luxury hotels too

Before making this decision, the Nepal Government operated eight hotels to quarantine the travelers flying to the country under the Nepal-India air bubble arrangement. Now Nepal has added 70 more hotels to the list making it 78. The new hotels finalized for quarantine include seven five-star hotels, three four-star hotels, seven three-star hotels, 51 tourist-standard hotels and two resorts. The hotels offering quarantine facilities include Shangrila, Radisson, Hotel Yak and Yeti, Hyatt Regency, Soaltee Hotel, Everest Hotel, Hotel Shanker, Hotel Himalaya, Summit Hotel, The Amadablam Hotel, Hotel Shambala, Hotel Le Himalayan,

Platinum Hotel, Traditional Comfort, and Hotel Landmark.

**Nepal has issued a mandate saying that,** "All hotels except the star-rated ones have been allowed to charge up to Rs 3,000 per day including all taxes and service charges for three meals a day and accommodation. Star hotels can charge as per their own policy". While presenting the budget for 2020/2021, Finance Minister Bishnu Paudel announced that the selected hotels, which will become isolation centers, will receive incentives. As per the Director-General of Department of Tourism Rudra Singh Tamang, the 78 hotels should be in the areas mentioned in the criteria for Nepali and foreign international air travelers. This decision comes after Nepal resumed international flights from June 1. The department warns hotels failing to abide by the set rules shall be penalized as per the Infectious Disease Control Act, 1964.