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BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW



Business

Frozen Revolution in Bakery Production

Feature

Social Media Plays a Crucial Role in Driving Bakery Sales

Baking

Baking with the Seasons

Spread of Coffee Culture in India

a HAMMER publication

At Empire Foods, we are building a platform that delivers the world's finest ingredients



Yogesh Grover is a name synonymous with transformation in India's frozen food industry. A Chartered Accountant by qualification and Founder Director of the Indian Frozen Food Importers and Traders Association, he is credited with introducing and popularizing Basa fish in India. His leadership has propelled the company to the forefront of the industry, with a strong presence spanning seafood, meat, dairy, and vegetarian offerings, supported by a well-established, state-of-the-art cold-chain distribution system across India. The company has recently expanded into the premium bakery ingredients segment, further strengthening its diversified portfolio.

In an exclusive interview with Rajat Taneja, he tells us about his journey and more

How do you see the future growth direction of Empire Foods over the next five years?

Our focus is clear, scale, strengthen, and lead. We are building Empire Foods into a category-defining foodservice partner in India, with a sharp focus on premium dairy, bakery, and gourmet segments. With the launch of Candia and upcoming additions like Philadelphia Cream Cheese, French fruit purées, and premium chocolate, we are creating a complete, high-performance portfolio for professional kitchens.

What are the key changes you are witnessing in buying behaviour from hotels, restaurants, and caterers today?

The market has moved decisively from price-driven to performance-driven. Chefs today demand consistency, reliability, and superior results. In bakery and patisserie, there is zero tolerance for variability, which is why high-quality dairy solutions like Candia are gaining strong traction.

What operational capability has become most critical for success in the frozen food business in India?

Execution. Flawless cold-chain, speed,

and consistency. The ability to deliver the same quality product, every time, across multiple cities, that is the real differentiator.

How important is supply-chain reliability and cold-chain infrastructure in building long-term customer trust?

It is everything. In our business, trust is built on consistency, and consistency comes from discipline in supply chain execution. Without a robust cold chain, there is no product integrity, and without integrity, there is no brand.

From your perspective as President of the Indian Frozen Food Importers and Traders Association, what is the biggest challenge currently faced by the industry?

The biggest challenge remains regulatory complexity and infrastructure gaps. While demand is growing rapidly, the ecosystem needs to evolve faster to support efficient and compliant movement of imported food products.

What drove Empire Foods to enter the bakery ingredients segment from its core frozen foods

business?

It was a strategic move driven by customer demand and market evolution. Our customers wanted solutions, not just products. Entering bakery ingredients, with brands like Candia, allows us to deliver performance-led, professional-grade solutions to chefs.

Which bakery and pastry product categories have you launched, and how do they align with your vision for this segment in India?

We started with Candia whipping cream and butter sheets, and we are now building a complete bakery ecosystem, including Philadelphia Cream Cheese, French fruit purées, and premium chocolate. The goal is simple: offer chefs everything they need, at global standards, through a single trusted partner.

What advice would you give to emerging entrepreneurs entering the organised frozen food and foodservice supply market?

Focus on discipline over shortcuts. This is a business of trust, infrastructure, and consistency. If you get those right, growth will follow.