

Hashtag

INDIA

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INDIA'S TOP FOOD
ENTREPRENEURS
CHANGING
THE WAY
WE DINE

FIX
THAT

HANGOVER

ELECTRIC
CARS
TO WATCH
OUT FOR

2nd Anniversary
Special!

WEDDING
TRENDS 2023
Shantanu &
Nikhil



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TRAILBLAZERS
ABHISHEK CHANDA

The King of Originality

Ayushmann Khurrana

ASHISH DABREO, BANGALORE

Co-founder of Maverick & Farmer

USP: *Maverick and Farmer currently have two cafes in Bengaluru and one in Goa. Making coffee imaginative and interesting, they have created many firsts in the coffee space with products like the world's first Cold-Smoked coffee, ale-fermented coffee, the clarified cappuccino and more.*



Ashish Dabreo, Co-founder of Maverick & Farmer

For someone who has been an entrepreneur all his life, all of Dabreo's ventures have had a strong foundation and connect to creativity. "This was true with the advertising agency I co-founded, the brand design consultancy, my career in professional theatre, and now exceptionally true with our coffee and food business. Frankly, though I have had a passionate interest in the culinary arts, for as long as I can remember, although getting into it as a business was not the first choice. It was more out of compulsion, because we believed (and rightly so) that India is not yet ready for a coffee-only offering at a coffee shop. One must complement it with fresh, wholesome, and exciting food."

In 2012 he started his first coffee brand - The Flying Squirrel and opened the first cafe in 2016. In 2018 he exited this brand and created his next coffee brand 'Maverick & Farmer' with a focus on a lot more free-handed creative expression and this reflects in his coffee and food offers. While the QSR format is always an easy choice for a consumer and an exciting proposition for multiplication and expansion for a business owner, he believes the sweet spot lies in arriving at a balance between keeping an operation easy to execute (read - central kitchen) while at the same time keeping the last mile preparation fresh and wholesome. "Over the years I see diners preferring 'indie' smaller operation brands especially when the promise is quality over convenience than the bigger chains."

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Creativity and being Maverick is at the centre of all that he and his team does. "While we have created many firsts in the coffee space with products like the world's first Cold-Smoked coffee, and ale-fermented coffee, the clarified cappuccino, our food offering too is as imaginative and unique. Our skillet breakfasts, our unique all-day bowls, and our exciting vegan and keto offerings are all some of our best sellers. Our 100% in-house (cured and 8-hours smoked) pastrami sandwiches are widely popular, and we have had customers call and book them sometimes from other cities when they know they are getting into Bengaluru later in the day."



To be relevant, he says that the idea of freshness and wholesomeness is a permanent and always relevant bestseller. “All my innovation when it comes to food stems from that. Sustainability plays a big role in this equation because the more locally sourced and seasonal your produce is, the fresher and more wholesome your final offering will be. Once you have this in place, staying relevant is always easy, it just takes a constantly creative mindset.” The idea of ‘eat well, drink well, live well’ is what he sees diners veering towards. “Seeking out restaurants and cafes that not just serve great tasting and beautifully plated food, but also produce this with quality ingredients is in.”

Looking ahead he says while expansion is on the cards it will not be done recklessly. “As long as we can still create, innovate and make things exciting for our customers while bearing the responsibility of keeping it clean and healthy.”



Quick takes-

An ingredient you love working with?

The citrus fruit family. I love the aromatics that different citrus fruits provide, the sweetness of the fruit itself, the tanginess, the flavourful bitterness of the zest, the texture of this pulp, the multitude of flavours that these wonderful fruits provide.

Favourite cuisine?

Thai food is a favourite, but to be honest I cannot really claim to be completely partial to one cuisine. I love all kinds of food and especially those that appeal to all senses - taste, smell, sight, touch, and sound. Most of the food I create will engage all these senses.

A must-have ingredient on your shelf?

Dried birds’ eye chillies from Coorg.

Your favourite kind of coffee?

Most kinds of naturally processed coffee, fruity and dense.

Food faux pas to avoid?

Reheating/microwaving brewed coffee and steaming biryani to reheat it.