

A STUDY ON THE POPULARITY OF MALWANI CUISINE IN MUMBAI

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Abstract:

Each Indian state offers its own set of delectable cuisines. Malwani cuisine, is most liked cuisine in Maharashtra. The cuisine is liked by people from all parts of the India. In recent observation it is noticed that, a good number of Malwani cuisine restaurants opening in the state as well as in the country. By serving authentic food, Making People aware of the unique and rich flavours of the Malwani cuisine.

The present study was conducted with the view to understand why people are going to restaurants that serve authentic Malwani food. The findings of the study reveal that authenticity of food and ambience of restaurant play a role in why people enjoy this food.

Keywords: *Malwani Cuisine, Kombadi Wade, Sol Kadhi, Maharashtra*

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Introduction:

Malwan is a compact town situated on the coast of Western India. The area's beaches, Sindhudurg fort, Tarkarli beach, Mobar point, Chivla beach, Tondavali beach, are all attract tourists. Malwan town is bound by three small creeks: Karli, Kolamb and Kalavali. The climate of Malwan can be generally classified as warm and moderately humid. Average temperatures range between 16 and 33 °C while relative humidity ranges from 69 to 98%. The annual average rainfall of Malwan is 2275 mm. Malwan is easily accessible by road, being 505 kilometres (314 mi) from Mumbai and 140 kilometres (87 mi) from Ratnagiri.

This area of the Konkan is predominantly Hindu and the majority of these Hindus are Kshatriya Marathas, Bhandaris, Gabits and Kudaldeshkar Gaud Brahmins, Rajapur Saraswat Brahmins. Anganewadi Jatra and 'Bramhan Dev Jatra' are the major fairs in the region. A number of Malvani emigres return to their native place every year during the months of August–September to attend Ganeshotsav, Ram Navmi, and various other local festivals.

Among the well-to-do, rice is the staple food supplemented now-a-days because of food rationing with a quantity of wheat. Meals are taken at noon and after sunset. With the rice is taken some ghee (clarified butter), a curry or amti of split pulse, onions, spices and a tamarind or kokam dressing, and vegetables fried in sweet oil, spiced and preferably added with some fresh coconut scraping. Buttermilk (taka) is so indispensable with Brahmins that almost every house, except the poorest, keeps a cow or buffalo. Catanis, koshimbirs, lonach, Papad, and Sandage are the usual adjuncts to a meal among the well-to-do

Malwani Cuisine:

Malwan being a coastal area in Konkan, it has its own distinct way of cooking food. Malwani cuisine uses coconut

liberally in various forms such as grated, dry grated, fried, coconut paste and coconut milk. Many masalas have dried red chillies and other spices like coriander seeds, peppercorns, cumin, cardamom, ginger, garlic, etc. Some dishes also use kokum, dried kokam (amsul), tamarind, and raw mango (kairi). The Malwani masala, a form of dried powder masala is a concoction of 15 to 16 dry spices. This masala is coarsely grounded and stored in jars to be utilized when required.

Kombdi Vade, is a non-vegetarian dish, which is quite popular in Maharashtra. The dish consists of the traditional Malvani chicken curry (including chicken pieces with bones), vade (like a puri, which is a fluffy, fried bread of wheat and nachni flour), onion, lemon and solkadhi.

Mori Masala, is a highly popular dish along the Konkan coast.

Sol kadhi, is an energizing curry drink, highly popular in Konkan. It is made from coconut milk and kokam. It is usually served with Kombdi Vade, various fish delicacies and Mutton Malwani.

Bangda Fry, is a popular dish, especially in Mumbai. The head of the Bangda (mackerel) fish is removed and discarded and the other part is fried as a whole.

Malwani Mutton Curry, is a highly popular dish throughout the Konkan region. It is similar to Murgh Malwani except that the spices are slightly different.

Kavda Curry, is an extremely delicious dish made from a local Konkani bird called "Khavda".

Bombil Fry or Bombay Duck Fry is an immensely popular dish, especially in north Konkan regions such as Mumbai and Raigad.

Paplet Saar, is a dish consisting of Pomfret cooked in traditional Malwani fish curry. This dish is especially popular in Mumbai.

Phanasachi Bhaji, is an exotic vegetarian dish, made from Jackfruit, chillies and spices. Kaju Chi Aamti, is a spicy curry of caju (cashews). It is a spicy preparation and is savoured by the Malwani populace.

Objective of the Study:

- To understand why people, visit Malwani restaurant.
- To know the factors responsible for acceptance of Malwani Cuisine.

Methodology:

A survey of guests visiting the restaurant was conducted over a period of two months. This speciality Malwani cuisine restaurant serves lip snaking dishes from authentic Malwani cuisine some of in refreshments like Solkadi, kokam sarbat, Aam panha, and fruit juices.

The Non-Veg menu is consisting of all speciality Malwani dishes which includes kombdi vade, Chicken Sukka, Mutton Sagoti, Mutton Sukka, Tawa fry bombil, Tawa fry Surmai, Tikhalyacha kalvan, Shimpliya curry, Shimpliya fry, Kolambi bhatt with malwani chicken Thali, Fish Thali, Mutton Thali is also available. The Restaurant also serves malwani vegetarian recipes which includes Paneer kaju, Kaju chi bhaji, kala vatana usal, Methi batata, malwani vegetable korma etc. In starter kothmir wadi is vouch for with varieties of Pakoras. In breads they serve rice bhakri and vade which the speciality of malwani cuisine. In dessert menu is only the frozen desserts they serve.

Pricing of the Chicken thali is 280/-, fish thali is 380/-, Mutton thali is 380/- Also chicken main course pricing is between 250- 300rs, fish dishes as per season and availability.

A feedback form was made and presented on a sample of 100 respondents. The feedback form consisted of statements covering the background data of the respondent, Quality of food, ambience of the restaurant, value for money and overall experience of eating at the restaurant.

Findings of the study:

I have done a review of one of the famous Malwani restaurant located in named "Hotel Malwan Kinara". This survey is just to understand the popularity of malwani cuisine in Mumbai and also to know the feedback of guest about food

as well as other aspects which makes lot of difference in complete experience of enjoying each moment spent in the restaurants. As the covid restrictions were resolved I had an interaction with the owners the Hotel Malwan kinara, Dadar, explained him about the research. I have requested owner of the restaurant to help me as well as him to understand the guest views of overall experience in his restaurant, accordingly we have made feedback form and given to the guest.

The following tables are the feedback of 100 Guest who visited restaurant.

Age criteria:

Age	20-30	30-40	40-50	50+ above
No/%	33	35	22	10

First age group 20- 30 age, this are new generation which generally prefers junk food but still this age group visit speciality restaurant to experience the authentic malwani food and also gives their opinion about the restaurant.

Mainly the age group between 30-40 is the middle age people who are working entire week in the office and eat normal meal everyday prefers to go to places on weekend to enjoy the authentic meal and other age group member prefers to accompany the family member to enjoy the speciality meal.

Malwani cuisine is not only preferred by malwani and Konkani people but also by different communities because of the simplicity and even variety of seafood preparations along with accompaniments like vade, rice, solkadi etc. The place Hotel Malwan Kinara is operating in Dadar from decades maintaining authenticity of malwani cuisine with considering all the factors which attracts all the group clientele to visit and experience the best Malwani meals.

Quality:

Quality plays an important role in acceptability of cuisine in a restaurant, particularly when it comes to speciality food. A survey was done to ascertain the same. From the above table it is clear that the restaurant offers excellent food. Customers are satisfied and no one has even remarked it as average. That’s probably the reason why this is being accepted by people.

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Quality	54	34	12	00	00
Authenticity in Food	65	21	14	00	00
Preparations	64	27	09	00	00
Selection of menu	58	25	17	00	00

Food related Review:

The above table is the review of the guest given by different aged people in different categories by getting explored by the meal eaten in the restaurant. The first criteria was the quality of food rated mainly in three categories. 54% of the guest find quality of food was excellent followed by 34% guest found food quality were very good and 12% guest reviewed that the food quality was good.

By overall calculation the quality and even authenticity of food is well maintained by the restaurant chefs. Even all the preparations (dishes) by review we understood that is up to good standards.

Even the review of selections and options in the menu card was generous, so that guest was offered good options for the meal.

Value for Money:

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Value for Money	52	34	14	00	00

By examining the Feedback given by the guest, we can understand that the pricing of the food is appropriate. Guest

feels the money they are paying for the dishes is not very high as even maintaining the quality of the food ingredient taken into consideration.

Service Review:

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Waiting intervals	36	30	20	04	00
Friendliness and professionalism of the waiters	58	42	00	00	00
Promptness of services	48	50	02	00	00

The feedback given about service which includes following aspects covers waiting intervals, friendliness, and professionalism of the waiter and promptness of services.

Guest find that waiting intervals meaning the time taken by the restaurant staff when he enters the restaurant, takes a table for meal, giving the food order and then serving of food, all were very prompt. Enough of staff is allotted so that there should not be any delay in the service. Also, waiters and servers are very friendly and polite in the nature so that guest will get a homely feeling. It ensures repeated visits. Promptness of services and asking about any requirement of anything in intervals during the meal showed concern for the guest. This was genuinely appreciated by guest and ensured repeated visits

Review on Ambience:

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Decoration of restaurant	28	48	04	00	00
Seating plans	46	48	06	00	00
Comfortable lighting and music	42	48	10	00	00

The décor of the restaurant is aesthetic and appealing. Seating arrangements were comfortable to them. Proper lighting- There was a sense of malwani theme in all small fixtures includes food served in typical plates, bowls and glasses and also serving utensils like handi made from steel.

Overall Ratings:

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Overall Experience	61	27	20	00	00

As per the feedback guest find the overall experience was Excellent. They were very happy and satisfactory with food and also other facilities provided by the restaurant.

Conclusion:

"Hotel Malvan Kinara" in extends excellent ambience and authentic malvani cuisine. That is why it is so popular among the old and the young alike. The standards of service are also excellent and so customers seem to be enjoying visiting it again.

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