

Globalization and Culture
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Lecture – 33
A Taste of Curry

Food is one of the items which has been travelling for a long time, and food is the item that excites everybody more than anyone else. We been looking at the travels of food and people, and fashions and culture, and we have looked at how certain kinds of Indian items particularly food; have become extremely popular in the West.

Now, we are looking at again, just like Indian fashions which turn from Indian clothing, and India has been imagined as spiritual and mystical, and unexciting, to cool, similarly we look at how curry, which was something which was looked down upon in the West, in the initial years, and the smell of curry was found revolting by Westerners, initially. How the West has now acquired a taste for what it called curry, and a taste which makes the Indian food, the next ethnic trend in the West. But we also look at the travels of the food from the West to the East, and the, the travel of food from West to the East, particularly the travels of American fast food has come in for very strong criticism, from cultural guardians who believed that American fast foods would bring about a major transformation in Indian food habits, and live to, to unhealthy not malnourish, not malnourish, but obese, unhealthy individual, who are raised on fast foods like burgers pizzas and so on.

So, we look at both the travels of food from the West to the East, in the wake of globalization, and even earlier, and the travels of food from West, from the East to the West, creating a new trend for Indian food in the Western, in the Western markets, amongst Western consumers. So, it literally we have the West eating the other, just like Indians and now becoming Americanize by eating, West, American food.

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So, we look at the, the food trail, we find that is food which is travelled first of all, from the very beginning, and it is been travelling for centuries from one part of the world to the other. In fact, Indian spice, spices were the most important ingredient in the oceanic trade, between India and the world, and similarly several items in the Indian cuisine are believed to have brought from, brought in by travellers and even invaders to India.

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Cultivating New Tastes

- Tea, tomatoes and several other vegetables were not indigenous to India but were brought from elsewhere.
- Not only that, Indian cuisine, like any other cuisine, is a result of the cross-fertilization with other cuisines.

The slide features a historical painting of a busy agricultural field with many workers and a small circular inset portrait of a woman in the bottom right corner.

So, whether it is, whether its tea or tomatoes and several other vegetables were not indigenous to India, but were brought from elsewhere. Not only that Indian cuisine like any other cuisine, is the result of the cross fertilization with other cuisines.

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New movements

- One of the distinctive features of globalization is the mushrooming of multinational corporations, most notably those from developed nations, in developing countries. These corporations bring with them cutting-edge technology, research, and innovative strategies to create value for consumers. Not surprisingly, armed with years of experience and unique value proposition at their disposal, these corporations soon begin outcompeting local businesses. Consequently, they are perceived not only as an economic threat but also a cultural one.

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Now, looking at this, that considering that food has been one of the most mobile items, and has been an example of early forms of globalization, the circulation of raw food as well as cooked food, and the cross fertilization of different cuisines on the subcontinent and the elsewhere, how do we look at this new movement of food, and the emergence of,

the mushrooming of the multinational corporations, mostly from those from developed nations and developing countries, and corporations, which bring with them cutting edge technology, research, innovation, strategies, to create value for consumers. Not surprisingly, armed with years of experience and unique value proposition at their disposal, these corporations soon began outcompeting local businesses, and consequently they perceived, not only as an economic threat, but also as a cultural threat. So, we, let us look at how, these transnational food chains first arrived in India, and the so called McDonaldization of India, to the opening of fast food, American fast food chains in India beginning in the year 1990s.

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Multinational fast food chains such as McDonalds, Subway, Dominos, and KFC for example, are seen as exerting America's soft power on developing nations. Their foreign delicacies are often alleged to be grabbing market share from indigenous food items, thus creating a fear of cultural displacement with respect to food.

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First KFC opened on the Brigade road in India. Kentucky fried chicken popularly known as KFC, is a fast food restaurant, I am sure you do not need an introduction to KFC, that is known for its fried chicken headquartered in Louisville Kentucky, the United States KFC is the worlds second largest restaurant chain after McDonalds. Currently KFC has more than 18000 outlet us in 100, over 100 countries. So, food is the most obvious symbol of globalization, and every day more than 12000000 customers are served at KFC outlet us around the world.

KFC is the subsidiary of Yum brands which also owns Taco Bell and Pizza Hut. So, the first KFC opened on the Brigade road in Bangalore, and story of how or in unprofessed professor, Swaminathan, protested against the, let a group of farmers who protested against the opening of the first KFC outlet on Bangalore, on whereas grounds, one of them being, how it would change the food habits of Indians and lead to a deterioration in the Indian diet, and the second was more economic how it would deprive Indian farmers of their lively hood, as people switch over to American fast food.

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Pizza Hut

- Pizza Hut ventured to start business in India in 1996. The first Pizza Hut restaurant was opened in Bangalore, which was the first international restaurant chain to enter this category. Their operations in India are 100% franchise-based.
- In 2011, Pizza Hut had 131 outlets in India and plans to double the number outlets in India by 2015. The expansion is expected to happen in tier II and tier III cities.
- In 2011, it had 27 per cent market share of the eating-out market. (31 Crime Bureau, Pizza Hut to double outlets in India by 2015, 2011).

Now, we move to Pizza Hut, once again, we talking about the 90s when the world was being Bangalored, and the Bangalore was being tooted as the first state of that city, the first expatriate city, the most cosmopolitan city in India after Bombay, and ah. So, most of these food chain first began the business in Bangalore. Pizza Hut like KFC, also entered India in the mid 90s and 1996 and the first Pizza Hut restaurant was opened in Bangalore in Cunningham road, which was a first international restaurant chain to enter this category, much before KFC. Their operations in India are hundred percent franchise, in in 2011, Pizza Hut had 131 outlet us in India, and planed to plans to double the number of outlet us in India by 2015. So, I do not know the exact number of outlet us we have today in India, but by 2011, it had 131 outlet us. The expansion is expected to happen in tier two and tier three series in 2011. It had 27 percent market share of the eating out market, and this is the first Pizza Hut on Cunningham road.

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KFC in what could be what could be considered no less than a miraculous consequence of intense competition among various restaurant businesses. KFC which celebrates chicken in its very name came out with a segregated, yet, expansive vegetarian menu. So, how Indian food, or how American food comes to India, and the Americanization myth is demystified, as American food, fast food is forced to cater to Indian taste buds, and to, to the preference of Indian dinners, by including by incorporating a vegetarian menu. Yet very fact, that that customers were free to act upon their preferences and that KFC was free respond to their choices by setting up its businesses in India, points to existence of countless opportunities in developing countries. These opportunities; however, could be tapped only because the retail food market is relatively free from unnecessary government interference. Taking its customer centricity to the next level, KFC even keeps separate cooking sections for vegetarian and non vegetarian dishes, because this was once the earlier complained against KFC, that and McDonald, that, there was mixing of vegetarian and non vegetarian food in its kitchens, while proactively informing this to their customers, through hoarding posters and similar advertisements.

Many local restaurants do not, as a result of which they pave way for their international rivals to leverage this opportunity.

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Glocalization of food

- Many fast food chains, for instance, that have been working to expand into India have entirely reworked their menu to suit the local culture. The famous Massachusetts-chain Dunkin' Donuts recently introduced a whole new menu of burgers (yes, you read that right!), a move that falls in stark contrast to its very name.
- Soon after opening its initial chain of stores, Dunkin' Donuts realized that Indian consumers would not want to walk into a store only to buy a dozen donuts. More generally, Indian families prefer to have breakfast together – in their homes. They do not prefer to grab a quick doughnut on their way to work. In response to these distinct cultural features, Dunkin' Donuts modified its store timings. Instead of opening early in the morning, it began to begin its day somewhat later in the day.



And from KFC we come to Dunkin Donuts, which is the more recent entrant, and how Dunkin Donuts which is a quick cash and carry kind of outlet breakfast outlet, where people pick up the donuts on their way to work, or to have a quick breakfast, how it was first to localize with it entered India. Many fast food chains that have been working to expand into India have reworked their menu to suit the local culture. So, the Massachusetts chain Dunkin Donuts, recently introduced the whole new menu of burgers, a move that falls in stark contrast to its very name, because Dunkin Donuts, after opening its initial chain of stores, it realized that Indian consumers do not want to walk into a store only to buy a dozen donuts, as they would buy in the US. More the, in fact, the Indian food habits, the eating patterns are different because Indians tend as to eat as a family, rather than alone, individually, as a do in the West, they breakfast together in their homes, they do not prefer to grab a quick donut on their way to work.

Ah, in response to these distinct cultural features, Dunkin Donuts modified its store timings, instead of opening early in the morning; it began to begin its day, somewhat later in the day. So, we looking at how, American food gets glocalised, not for any altruistic reasons, but in order to capitalize on the large Indian market for all things American.

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And then its, now again this myth of Americanization is demystified, through the entrant, and entry of cuisine from other parts of the world as well. Is not just American fast food that is entered India and this is 90s, but other food from the non Western part of the world have also invaded, particularly in metro cities in India, of course, we have always had Chinese food, which first began with the migration, the concentration of Chinese in Kolkata, and the number of Chinese restaurants in Calcutta, in every city, would have a few Chinese restaurants, for a long time.

There have been Chinese restaurants in Indian cities, it particularly the metro cities, but now the new discovery the India's new discovery is sushi from Japan, which until recently even metro cities like Mumbai, Delhi, and Bangalore, had fewer than a dozen Japanese restaurants, between them the average Indian dismissed sushi as raw cuisine, but a flurry of Japanese dinning options, from high end restaurants to sushi takeaway joints, is changing all that. Less affluent Indians too are embracing the cuisine, as the Japanese sections of menus at pan Asian restaurants are getting larger. Small sushi takeaways restaurants have arrived in the suburbs, and even traditional vegetarian supermarkets such as Neelam Foodland in Bandra, and Chheda in Matunga, have stacks of sushi for sale and do it yourself sushi kits.

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So, from sushi we move to baklava, baklava is a Turkish sweet, and until recently, the only time most people got to eat baklava, was when an acquaintance returned from a Turkish holiday, with a new, with the box of the staff. But in the past year that is since 2010 baklava has reared its flaky head on a surprising number of occasions. During Diwali, people were surprised to receive boxes of the sweet as gifts, it, it accompanied wedding invitations, showed up on dessert, dessert tables and on shelves, in stores in Mumbai and Delhi. Its surprising how quickly baklava is winning fans, like marmite and peanut butter, its something you either love or you detest, this is largely because of its, its teeth shatteringly sweet. The confection is made of minced dry fruit including pistachios and walnuts that had drenched in sugar syrup or honey, and baked in sheets of filo pastry. The result is a layer cake of flavour. A crisp buttery crown of pastry is followed by chewy nuts, held in place by thick syrup and a final, final layer of moist pastry.

So, what I am trying to say is, that its not just the opening of American fast food outlet us in metro cities, its not a phenomena can find only to the elite anymore, because now we have even working, if not working class middle class people flocking to these American fast food parlours, for a quick meal, making it as much part of the Indian menu, as idli Sambar, or Paratas. But the second important thing is, that its not just the food from the US or American fast food is we call it, there is not just an Americanization of the Indian palate, but also the Asianization of the Indian palate with Chinese food, which was

always there been followed by Thai, and Japanese food, in Japanese, and even Korean food, and, and some food from the Middle East.

Now this return of baklava from Turkey to India, reminds us of the travels, earlier travels of food which took place with the actual movement of people, such as the travel of dishes like Biryani and Pulav, with the with the Islamic ruler, they travel to India, and the similarity, you know the origins of Pulav, which is now part of Indian stable diet, has having emerged from the middle East. Hence surprised when I, I find that in Bangalore certain part of Bangalore, which was not very elite neighbourhood, the gentrification of that neighbourhood, and gradually the mushrooming of all the fast food outlet us on this road in Bangalore, which earlier had only a hands full of Udupi restaurants.

The traditional restaurants run by Udupi Brahmins, which were frequented by people in south India. And now the same street and its perpendicular streets, has all the American food chains from McDonalds, to Dunkin Donuts, Pizza Hut of course, and KFC Dominos, Baskin Robins, Little Italy, there is no dearth, iholi, Korean food, the Mediterranean food, the number of, Mark Polo in China, Mainland China of course. So, how this whole street, which was the south Indian road, has now been Americanized through the entry of American fast food parlours, which have driven the Udupi restaurants out of business.

And I was surprised that traditional sweet shop on the same road, run marwadi sweet shop are called Ananda sweet shop. I was surprised to find its talking baklava, couple of years ago, not only the sweet shop, but the neighbourhood super market, which has, which is now being frequented by African and Iranian students, for their glossaries, now, stalks staple middle Eastern roties, and all other items of middle Eastern cuisine, as the students come to this supermarket, and converse with the owner, the Muslim owner of the super market, in pure Arabic, and asked for their needs, students from Iran as well as muslim Africa, whose who are fluent in Arabic, and preferred to converse with the owner in Arabic, rather than English.

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Now, I move on to the other part of the travels of food, and the turning of Indian food as cool, and West developing taste for curry in the recent past. Now we must remember that West always had a taste of curry, which states back to the Raj, and through the cultivation of taste for curry by the British, including the British queen during their sojourn in India, most of the British, who were stationed in India, and when they return to Britain at the end of their service, were completely curried. So, not just ordinary British officers, but even the queen, we believe the queen Victoria made it very fashionable, as she had Indian staff, who cooked Indian food every day. At Osborne house Victoria the empress of India built an Indian themed state room, decorated by an eminent architect of the Punjab.

So, it was queen Victoria, who first made Indian food fashionable, as she had an Indian staff who cooked Indian food every day, but and we here, we have in this picture we have queen Victoria with her Indian staff, and in another picture we have queen Victoria with Abdul Kaleem, her secretary.

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And this is what causes the travel its not the royals taste of for Indian cuisine, and the travels of ayas, who travel, often travelled with the British masters to England, and continued to cook Indian curries to the British masters, that created the taste of curry in Britain, but also the first Indian curry vendors. At the beginning of the twentieth century curry was not very popular, says doctor Collingham. It was not well to do to have a house that smells of curry. So, the, the, the, dis, the abhorrence for the smell of the curry, and the laugh for the taste of curry, they go hand in hand, because I have heard Indian friends, talking about how if their house smells of curry their Westerner friends do not like frequenting them, and I also heard how Indian women who cooked curry, who cook Indian food at home, when they board the buses, and they smell of Indian food, the other passengers do not like to share a seat with then, because the smell of curry is distasteful to them.

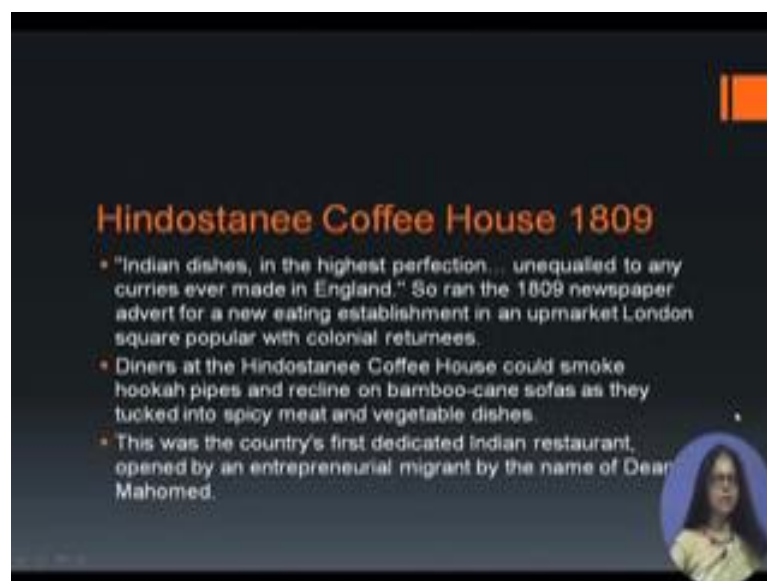
I have also heard in Singapore very recent examples of how, Singaporeans would not rent their houses to Indians, because Indians cook curry, and that according to them spoils, creates a very distasteful smell in the house. So, it was not well to do house that smells of curry, but at the same time. So, while the smell was abhorrent, the taste was something which the British had cultivated, and found it very difficult to give up, and this happen again through an accident, it happen through the travels, the travels of lascars lascars were seaman, sailors who usually would do all jobs on the ship, and among them through many other jobs, their job was to cook on the ships. And lascars were one of the

first people along with ayas, to have travelled to Britain. Many of the lascars, many of the sailors, jumped ship, or were dumped at major ports including Cardiff and London.

These sea men, usually seamen were from Ameritine region, Sylhet which is now region in Bangladesh, opened cafes mainly to cater for Asians. So, earlier, the earliest travel of food is because the food caters to the, to the Diaspora, to the Asian people who migrate, such as the paratha in, in the British Malaya, its because the Indian migrant workers, or the Muslim marpilas, who travelled to the British Malaya, usually single men needed food or roties to West Indies, or Fiji's, they would need to eat, and most of these eating places mushroomed, or appeared because of the need for the, the, the intenaraian travellers, or migrants workers, or Indian workers, or Indian Asians who travelled overseas.

Now, these, these seamen, they were sailors were self taught, but they also cleverly adapted themselves to the British palate. In the 1940s, they bought bombed out chippies and cafes, says Misses Collingham, selling curry and alongside fish pies and chips. They stayed open really late to make money, and to catch the after-pub trade. So, we have an image here of some of the descendents of these lascars, and an image of reclaim, which is the food street, the Indian agent foods street, the mainly made by celaties in London.

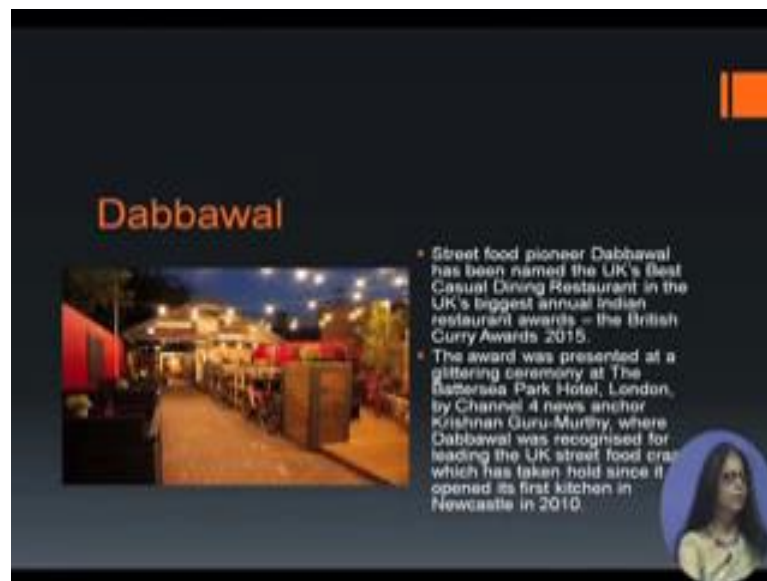
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The first Indian restaurant; however, which opened in London, I mean, opened in England was Hindustani coffee house, which opened in 1809. Indian dishes in the

highest perfection, unequal to any curries, ever made an England. So, ran the 1809 newspaper advert for a new eating establishment in an upmarket London square, popular with in-colonial returnees. Diners in the Hindustani coffee house, could smoke hookah pipes, and reclined on bamboo cane sofas, as they tucked into spicy meat and vegetable dishes. This was the countries first dedicated Indian restaurant, opened by an entrepreneurial migrant by the name of Dean Mohamed; he was the first person to have migrated to England, Dean Mohammed.

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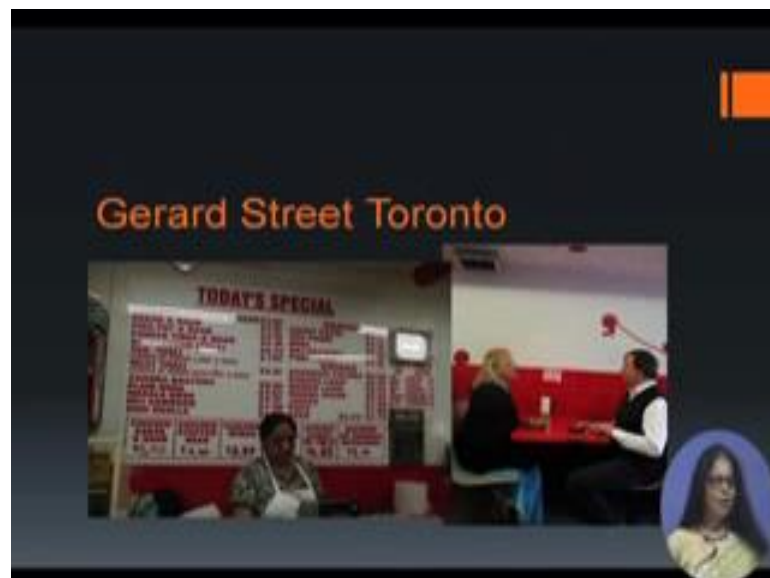
Now, Indian curry has a come a long way in UK, its come a long way in England, and we find not just Indian curry, but Indian street food has become so popular in UK, that street food pioneer Dabbawal has been named the UKs best casual dining restaurant. In the UKs biggest annual Indian restaurant awards, the British curry awards, 2015, and this award was presented at a glittering ceremony at the Battersea Park hotel, London, by channel four news, anchor Krishnan Guru Murthy, where Dabbawal was recognised for leading UK street food craze, which has taken hold since its first opened its kitchen in Newcastle, in 2010.

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And let us move to other parts of the world. Now this popularity of Indian food in Britain has been, has become, has become so naturalized, that so much so, that Indian food has become part of the British cuisine. So, far as chicken Tikka Masala, a reinvented chicken dish as being considered as British national dish, and industry is so popular that then foreign secretary Robin Cook, described chicken Tikka Masala as a true British national dish, and yet another example of an Indian recipe, modified for British tastes.

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Now, I would like to compare, first I like to take you to other parts of the world where the Indian food has travelled, but I would compare Britain with US, to show that while it was expected that the Britain would have a taste for India, due to the long connection between India and Britain, dating back to the British Raj, it's the American narrative of the travel of food is slightly different, but how we find that, we find that Indian food has invaded not just Britain, which we have become part of the national cuisine of Britain, but was also taken over US and the rest of the world. So, let me take you to Gerard street and Toronto, and we have this menu, restaurant, Punjabi run restaurant, and you can see the clientele is not just Indian, but you have govt, whites, eating in this food its, its food street it were Indian food is available in Toronto.

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And we have Chandni Chowk in Toronto, the street food, Indian street food from Toronto to Singapore, the Chandni, chawk, chak, Chowk Chat, is available in Toronto, as its available in Singapore.

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In Frankfurt (Refer Time; 29:28), we have the Indian Chilly restaurant, which is a Tandoori, Tandoori cuisine, and we find some Sambhar Wada in Koln, and we have a white professional in whose stunning, who whose taking a break from work, to come and have a quick south Indian meal.

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Ghee and the US

- Less well known is that the relationship between the US and ghee dates back to well over a century. Perhaps the earliest mention of ghee in American literature occurs in an 1831 Edgar Allan Poe short story, *MS Found in a Bottle*, which describes a trading ship in Java carrying coir, jaggery, ghee, coconuts, and a few cases of opium.
- Another stray mention pops up in an 1895 letter Mark Twain wrote to Rudyard Kipling as he prepared to embark on a world tour that included a stop in India. Twain playfully commanded Kipling to be on hand with a few bottles of ghee for I shall be thirsty.

But less known is a relationship; first, let us go to US, and what happens to US. I will come to US in the present, but let us go back trace the history of the travel of the Indian food to US, as we did in the case of Britain, and the story of the travel of the ghee, which dates back over the century, more than that. The earliest mention of the ghee in American literature occurs in 1831 with Edgar Allan Poe short story, *MS found in a bottle*, which describes the trading ship in Java, carrying coir, jaggery, ghee, coconuts and a few cases of opium. Another stray mention pops up in an 1895 letter, Mark Twain wrote to Rudyard Kipling, as he prepared to embark on a world tour that included a stop in India. Twain playfully commanded Kipling to be on hand, with a few bottles of ghee for I shall be thirsty. So, the, the taste of ghee, in the US dates back to the nineteenth century.

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Ghee and US

Now Open
Caul Village

It's typical of Franzen, one of America's shrewdest social novelists, to slip in this reference to a food that most Americans are unaware of but which has begun to attract a strong niche following. In the US, ghee is trending, especially among millennial foodies smitten with super foods like quinoa and kale, fair-trade organic produce, and bulletproof coffee, which is coffee blended with butter (or ghee) and a spoonful of coconut oil extract. It sounds expensive and ghoulish, but it's all the rage. At the hip new bulletproof coffee cafe in Santa Monica, California, you can add ghee to your coffee for a dollar.

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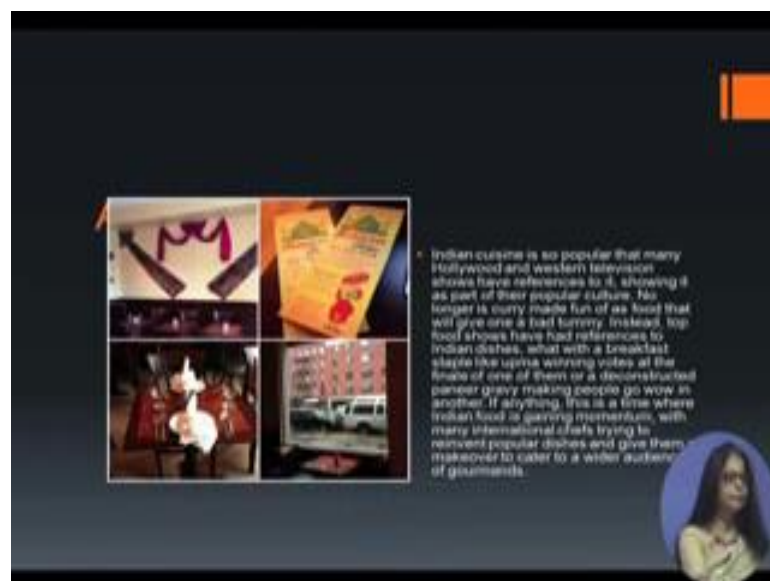
Grocer's Encyclopedia

By the early 20th century, larger groups of Indian immigrants—mostly sojourners and students—had begun to arrive in New York. Bringing their foods with them, The 1911 *Grocer's Encyclopedia* published in New York City, which listed all sorts of exotic immigrant food, had an entry for ghee along with (dried) kangaroo, bee, wasabi, tofu, and pangolin eggs. One of the most striking mentions of vegetable ghee or vanaspathi is to be found in *Chaska to Lasa*, the memoirs of Dada Khasa, a reclusive ascetic and freedom fighter who arrived illegally in the US and jumped ship in 1918. He records how he crawled through a duct of the ship to steal onions and potatoes from the storage area, and cooked them in spiced and vegetable ghee.

And we come to the grocers encyclopaedia, by the earlier twentieth century, large groups of again immigrants, Indian immigrants which brought Indian cuisine to the US. Indian immigrants, mainly seamen and students, had begun to arrive in New York bringing the new foods with them. The 1911 grocers encyclopaedia, published in New York city, which listed all sorts of exotic immigrant food, had an entry for ghee, along with canned kangaroo tails, wasabi, brie and penguin eggs. One of the most striking mentions of vegetable ghee or vanaspathi, is to be found in Chains To Lose the memoirs of Dada Khan, a resourceful seamen and freedom fighter, who arrived in, arrived illegally in the US, and jumped ship in 1980, he records how he crawled through a duct of the ship to steal onions and potatoes from the storage area, and cook them in spices and vegetable ghee.

So, I am going to take you to New York in the present, and this image we have is of the East village in New York City. We have this Kati Roll joint on New York city, if you want to have a quick bite in village, you will have to compete, you will have to stand in a long queue to get your Kati Roll, which you can find in any street corner in Kolkata or Dakka, and if your late God help you, because the Kati Rolls sells like hot cakes, you will be competing with Goras Kalas and people of all colours, in order to grab your Kati Roll in the evening.

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Indian cuisine is so popular today, that many Hollywood and Western television shows reference to it showing it as part of their popular culture, and no longer is curry made for fun of, as food that will give one a bad tummy, instead top food shows have had references to Indian dishes, what with the breakfast staple like Upma, winning votes at the finale of one of them, or a deconstructed Paneer gravy, making people go wow in another. If anything this is a time, where Indian food is gaining momentum with many international chefs, trying to reinvent popular dishes, and give them a makeover, to cater to a wider audience of gourmands.

And here we have an image of, from village we move to Hallem, which is largely been a African American black neighbourhood, and with the gentrification of Hallem, the last 5 years, we find the opening of Maharaja, on the street of Hallam in the main Fredrick Douglas avenue, we have the latest outlet of Maharaja serving Indian food, not only to white people on the East village, in the main stream in the city, city business restrict, but also in the suburbs of Hallam you can find Indian food.

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So, I conclude by saying that Indian food would seem like the new ethnic trend, in US. It has slowly, but surely found its way into the hearts and stomachs of cities around the United States, more than 300 restaurants that serve cuisine from across the subcontinent in New York city alone, according to a professor at New York university, and compare that to mere 20 restaurants that could be found in the big apple in the 1980s, and consider

that cuisine has been, this cuisine has been pronounced as a next ethnic food trend, but the truth is that, Indian food is not anywhere nearly as popular as it should be, its what Chinese food was according to today, 10 years generation ago.

But it is now slated to be the next ethnic food. So, I conclude by seeing that food has been one of the most common items of circulation, and as a reflector of globalization, and the Americanization of Indian food habits, has also led simultaneously led to reverse flows of Indian cuisine to different parts of the world. First with the Indian migrants with the more important thing is that, curry which was seen as something, something distasteful to the Western taste buds, has now become the new ethnic trend in Europe, North America and other parts of the world.