

American Bar Brand Glastender debuts its 2020 range with Studeobar for Indian Restaurant and Bar Industry.

Big news for Indian bar, nightclub and hospitality industry as Glastender America debuts its 2020 range of bar technologies and design innovations in India through Studeobar, the partner for the Indian Hospitality Industry.



New Delhi, Feb 1, 2020 (Issuewire.com) - The Indian bar and restaurant industry have seen a continuous surge of growth in the home industry, yet its technology support has been nothing like the regional powerhouse as China, Singapore, Hongkong, Philippines, or Macao, who have easy access to

the latest.

While the rest of the beverage industry globally had access to advanced design in bar and beverage equipment, the Indian Industry has struggled with unreliable, bulky and low-tech products. A reason why so many restaurants despite great concepts have struggled to stay afloat.

The market is aflush with low-cost imitations but nothing to deliver the promise of an international grade of bar service or customer experience. Till now only five-star hotels had access to such technology due to ease of import and duty-free licenses.

Better Health Code and Sanitation Standards

Another serious issue of a mushrooming restaurant and foodservice industry is uncontrolled growth. Since the industry grew faster than standards, each venue based on their personal experience, budget, and responsibility set up the food preparation facilities. An Internet search on food poisoning reflects many cases reported regularly, especially foreigners who tour India.

Introduction of [Glastender Studeobar](#) Facilities

[Glastender](#) is an American manufacturer of modern bar equipment tested and approved for energy, safety, and sanitation, health codes. Without meeting these standards, restaurants cannot open in more responsible markets in Asia, Europe, the Middle East, and North America. Its bar equipment is made subscribing to standards set by agencies like NSF, ETL, UL, all that assure consumer safety is positioned paramount.

Glastender is a fifty year of an innovator in the area of the professional bar. With its R&D, leadership has over time created bar equipment platforms that helped the American industry become globally successful. Today this is the same push needed for the Indian bar and restaurant industry, and Glastender is here to support the Indian hospitality industry with similar innovations that are dependable.

[2020 Range of Glastender Innovations](#)

Glastender has launched new innovations in backbar design unlike anything before. While bar designers and consultants struggled with selections of a mix and match, Glastender's backbar has made consultancy simple and easy for any operator to integrate without the need of big research.

The new 2020 backbar range has expanded design options for the Indian bars in creating integrations of options that fit seamlessly as one design. Earlier everything looked different and matching was never perfect.

While the local manufacturers are still making bar fridges, the industry needs not wait to meet international standards after the next 25 years. The restaurants looking for competing with other international equivalents can straightaway use Glastender bars to match the business-standard. At the same time, the restaurant industry can voice they are responsible for maximizing consumer safety through certified platforms of food preparation by an independent agency.

Making it Easy to Buy Safe Bar Equipment for Independent Restaurants.

Under agreements with international bodies, India's custom duty barrier was lowered as never in the last fifty years. Where the last duty was 35%, the current duty is 7.5%. This has not allowed the standalone

industry to compete with equal footing with five-star hotels who could use a duty-free license previously.

“It’s the greatest time to open a bar business in India, with the world’s best resources at our disposal. There’s nothing stopping the responsible and enterprising Indian entrepreneur who wants to complete not just as a local player, but as world-class” says Vickram Mederata, the founder of Studeobar.

Glastender is additionally sourced by the residential market for home bars across the country that focus on high-end finish and features.

Glastender bars in India have been sourced by [The Imperial, Taj Hotels, The Lalit, Park Hotels, Accor](#) and specified externally by some of the leading international facility consultants such as Designtek, BHS Design, Hotel Services Consultants (HSC) for their clients.

Studeobar’s work is to support the market by design, warranty, marketing, and relationships.

Future Glastender bar innovations are under wraps and will be released soon that Glastender customers in India will be able to take advantage of.



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