

foodism

AUGUST 2020 | ISSUE 3

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for Homechefs

Decoding Chef's Style
Pooja Dhingra

Festive
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Beginner's Guide to

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Foods &
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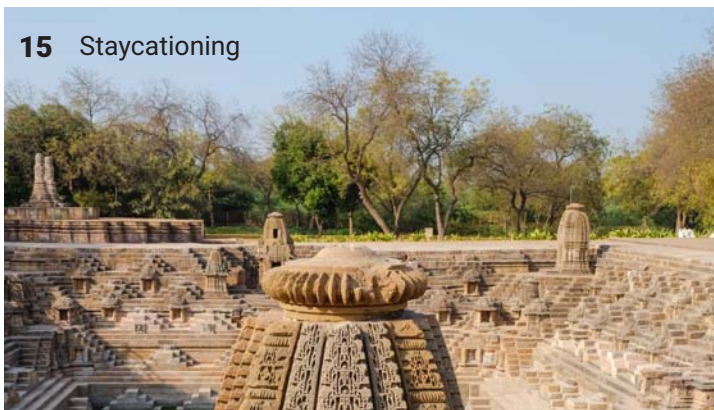
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Editor's Letter

In India, everything is reason enough to celebrate! From changing seasons to lunar motions everything turns into a festival and every festival is inevitably a celebration of food.

This issue of Foodism is dedicated to the august month of August – a month that is bringing with it, at least ten reasons to celebrate and a much-needed respite from all that stress we went through in the past few months. Please note, that Foodism still urges each one of its readers to stay safe and not venture out unless necessary.

Which is why, this festive season we've brought to you tons of recipes to keep you busy. Make your favorite festive foods at home, involve your family and test your patience and skills at moulding the perfect modak or getting those delectable malai laddoos right! And if that's not enough to keep you occupied, brush up on your home-photography skills with our '101' story on how to take great pictures of food!

Our Cover Story focuses on legends behind the festivities – some of these stories are so interesting that we had to work extra hard to stop ourselves from going overboard in bringing them to you!

This issue also introduces our newest Feature segment, where you will meet some marvelous foodpreneurs and know their stories. Browse through the segment to find inspiration, when you need it the most.

If you're still itching to go out, we've brought to you a beginner's guide to hiking, where you'll learn all about how to have a socially distanced picnic with your family. We also have some cool staycationing ideas for you!

This festive season, find your reason to celebrate! Stay home, stay safe.

Kalgi Desai - **Editor**



Dear Readers,

If there is one lesson that we have learnt in the past few months, it is how to move on and focus on the brighter side. Only last month, we were busy scrutinizing life after the pandemic and now, we've jumped head first into festivities.

Almost every Indian festival revolves around food – ironically, even the ones where we are required to fast! That's the amazing thing about us, we know when to and how to look forward to things. With August bringing us a gamut of festivals and celebrations, we have brought to you this issue of the Foodism magazine, in hopes that it will help us all gain perspective on all things good.

I would also like to take this opportunity to let you all know that we, at Foodism, are also preparing to move forward and introduce a bundle of exciting new things for you all! When we started Foodism, it was with a vision to launch a food revolution and get foodpreneurs, homechefs, consultants, vendors and food enthusiasts all under a single umbrella. We see that vision materializing now and will be bringing it you, very soon.

For now, let us revel and celebrate because the festive season is upon us.

Please stay safe and maintain social distancing norms.

Vyom Shah

Vyom Shah - **FOUNDER, FOODISM**

FOOD, FESTIVITIES AND LEGENDS

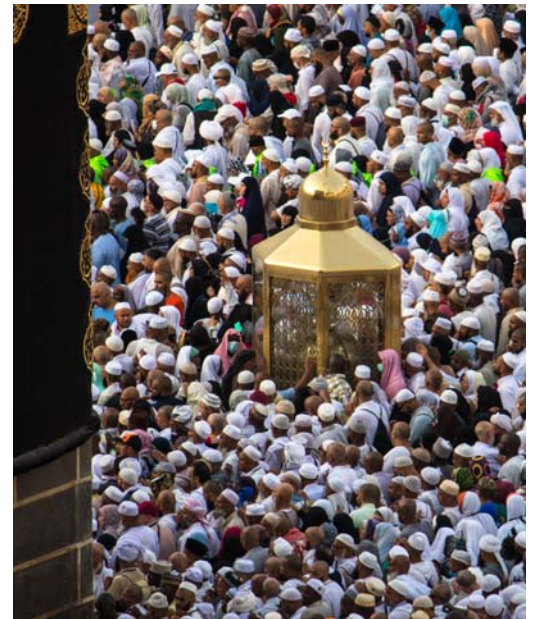
In a country that celebrates lunar movements with food and kites on Makar Sankranti and the end of the winter solstice with song and dance on Lohri, it is only safe to assume that festivals are a norm. Every other day is a reason to celebrate, worship or fast and so every festival, in one way or another, is tightly wound around food. We explore some festivals that India will be celebrating in the coming weeks and journey through their folklores, fairytales and foods.

August is packed to the brim with festivals, celebrations and food! We take a look at all the festivals we will be encountering and the stories behind what we eat and why we eat certain traditional foods on these festivals.

Eil-Al-Adha/Bakri Eid, July 31 – August 1, 2020

A celebration of devotion and loyalty

Eid Al Adha, also known as Bakri Eid, is the festival of sacrifice, of obedience and loyalty to Allah. The story goes, that once Allah appeared to the Prophet Ibrahim in a dream and commanded a sacrifice from him. He asked Ibrahim to give up the one thing he held most dear. The obedient Prophet woke his young son Ismail up and told him what happened – there was nothing dearer to him than his own son. The little boy readily agreed and was blindfolded. The Prophet raised his knife, shut his eyes and slit the throat of his only child. But when he opened them,



there was an animal on the altar instead (some say it was a ram and some say it was a lamb). Allah spared Ismail, for the devotion and loyalty that Ibrahim had shown towards Him. Every year on Eid Al Adha, Muslims across the globe remember Prophet Ibrahim's obedience to God and his son Ismail's devotion and courage. A lamb is sacrificed and the meat is distributed amongst people. It is imperative for every family to part with 1/3rd of the meat and share it amongst those who are less privileged.



Succulence in every bite

Various meat preparations adorn every table on Eid Al Adha as it is considered auspicious to partake of the sacrifice. Rich, fragrant biryanis, luscious haleems, succulent kebabs, spicy stews and flavourful meat gravies rule the festival. Desserts are creamy and opulent, strewn with fried nuts and dried fruit, emanating aromas of ghee, elaichi and nutmeg. Velvety sevaiyans and cold pots of phirnees become mandatory while barfis gilded with silver and a traditional, fried bread pudding top the tables.

While meat dishes dominate the celebrations of Eid Al Adha, there are a number of sumptuous vegetarian dishes like the Hyderabad Bagara Baingan, a mélange of roasted whole spices cooked with a tangy tamarind curry or the Bohri special Daal-Chawal-Palidu a humble lentil, moringa and rice preparation that requires much patience and skill to cook. Vegetarian and vegan Muslims across the world follow the code of Islam while relishing mouthwatering vegetable and bean preparations to ring in the festivities.



Rakshabandhan, August 3, 2020

Celebrating the joys of sibling rivalry

Our elders weren't wrong when they said that every festival has a reason. In olden days, girls were married off to boys from faraway villages. There was no mode of communication and it would be months before the girl would be able to see her family again. Festivals like Rakhi ensured that she came home, at least once a year, to meet her brother and her parents. Similarly, on bhai dooj, the brother would visit his sister's marital home for a meal, ensuring that she was doing well and was alright. There are a lot of stories around Rakhi also.

One of them dates back all the way to the time when Alexander came to conquer India and during a battle with King Puru, was almost about to be killed. It was then, that Alexander's wife offered a piece of thread to King Puru, begging for Alexander's life. There are many versions of how this story ends – some say King Puru won causing Alexander to flee while others believe that even though King Puru lost, Alexander appointed him as a close aide, impressed by his valiant fight.



The celebration of Rakshabandhan also has a Mahabharata reference, wherein, during a fight, when Lord Krishna killed Shishupala, he hurt his own finger. Draupadi tore a piece of her saree and tied it around Krishna's finger to stop it from bleeding. Moved by her care and concern, Lord Krishna experienced a strong brotherly bond towards us.

Later, he saved Draupadi from being humiliated by the Kauravas – a story we all know of.

The most regal story of Rakshabandhan however, is of Rani Karnavati's. She was the widowed queen of Chittor and the grandmother of Maharana Pratap. When Chittor was under siege by the sultan of Gujarat, Bahadur Shah, the queen realized that she would not be able to save her kingdom

from him. She sent word to the Mughal king Humayun, along with a rakhi, requesting him to come to her aid and save Chittor. Humayun, who was on his way to invade Bengal, left his expedition midway and hurried to help her. Alas, by the time he reached, Rani Karnavati had already performed the horrific act of jauhar, by self-immolating herself to protect her honor.

Sweets, bakes and desserts

Rakshabandhan is all about sweets! A brother's favorite sweets brought home by his beloved sister. every region has its own Rakhi sweets, without which the festival is pretty much non-existent. From boondi ladoos and mohanthal to rasgullas and gulab jamuns and from kaju barfis to jalebis and more, Rakshabandhan is a complete mithai-fest! While in olden days, sisters prepared these sweets for their brothers and carried them with the rakhi, more recently this trend has given away to a fancier one! From luscious cheesecakes in Indian flavors (think cardamom, kesar et al), to savoury dips with crackers and even cheese platters – Rakshabandhan is all about food, experimental, fusion, traditional, Western – all kinds of it.



Nag Panchami, August 8th

In celebration of the serpents

India is a country of many myths and mysteries but it is also a land of fascinating stories. Serpents too, feature in them and they are worshipped for many reasons – snakes have been companions of Lord Shiva and protectors of Lord Krishna. It is said that a snake protected baby Krishna and his father Vasudeva when they were making the journey to Vrindavan on the fated stormy night. And in a different story, it was again, the snakes that ingested droplets of the poison that fell onto Earth, when the asuras and the devtaas churned the seas for nectar. Snakes are considered auspicious and worshipped, which is why Nag Panchami is celebrated to felicitate them.

The legend goes, that once a farmer was ploughing his land when he accidentally killed a few baby snakes that were under the earth that he was ploughing. Enraged by the death of her children, the mother snake bit the farmer and his wife and son, killing them all. When the farmer's daughter found out what had happened, she begged the snake for forgiveness and brought milk and flowers to her as offerings. After much pleading, the family was forgiven. Since then, women pay their homage to snakes by offering milk and flowers, praying for the well being of their families.

Of milk, honey and khajas!

Nag Panchami is celebrated in many regions of India with preparations of simple, dairy based sweets. Usually, Nag Panchami is commemorated with a bowl of sweet, chilled kheer or just cold milk with honey, which is offered to the serpent God. It is important to point out, that while legends and myths may point towards snakes drinking milk – it is far from the truth. Milk is hazardous to snakes and kills them by destroying their digestive system.

In many parts of Gujarat, however, nag panchami is celebrated with a portion of the flakiest, crispiest and delicate khajas – a sweet puff pastry made by frying refined flour and dipping it in sugar syrup. There is also the spicy/savoury variety, which tastes delicious with a cup of hot adrak chai!



Randhan Chhat, Shitala Satam, August 9 and 10



calendar, dedicated to cooking (randhan refers to cook). On this day, households cook almost triple the quantity of food, to be devoured the next day, on Shitala Satam. The belief is that Shitala Maata, the Goddess of coolness, visits kitchens of households on this day and gets angry if there is any heat inside. Which is why, no stove tops burn on Shitala Saatam and instead cold, stale foods that are prepared a day before on Raandhan Chhat. While this is a very regional thing, it wasn't a festival we could miss owing to its tight relativity with food!

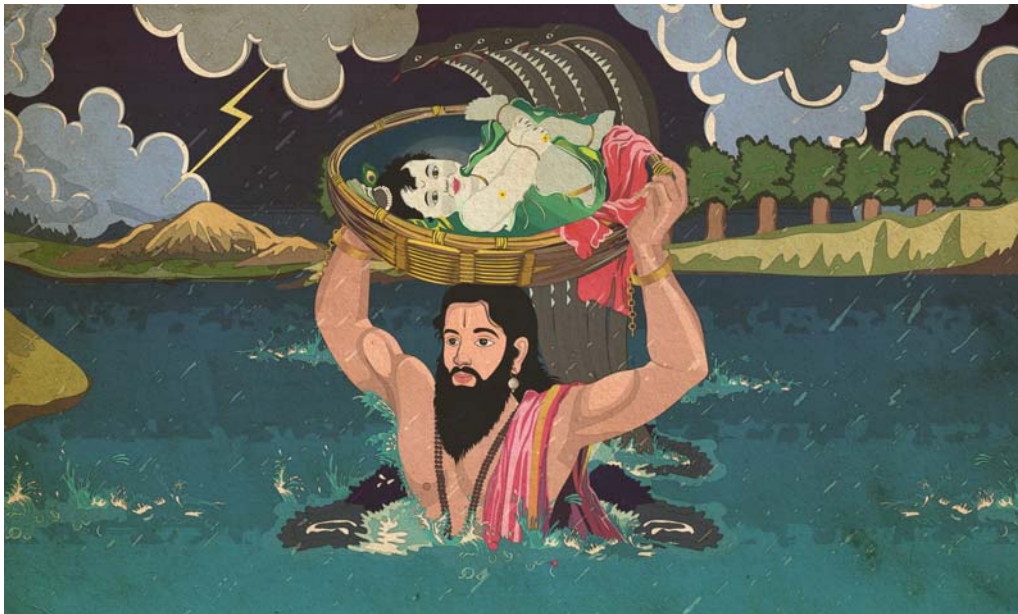
Savoring stale delicacies

On Randhan Chhat, a typical Gujarati household will flaunt stacks of buttery soft theplas, moreish bajri wadas that crumble at the first bite, piles of pillowy puris and of course, dahi wadas, which are dunked in chilled spiced yogurt to be eaten the next day. On Shitala Saatam, people may savour freshly prepared bhels also, since it requires no cooking.

Celebrating cold food

Yes, we're not kidding! The region of Gujarat celebrates the festivals of Randhan Chhat and Shitala Saatam as a precursor to Janamasthami. Randhan Chhat refers to the sixth day of the Hindu

Janamasthami, August 11th



The birth of an era

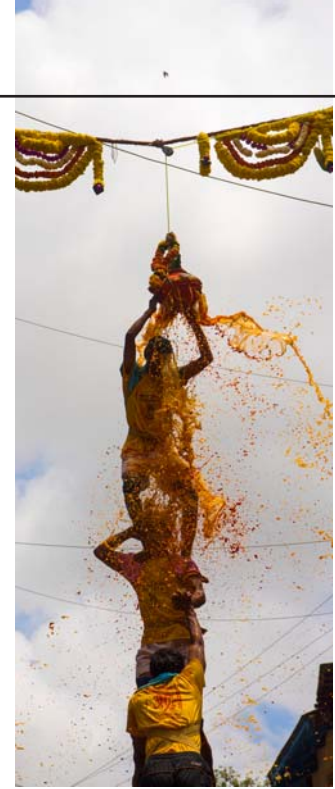
The story of Lord Krishna's birth is a tale we've all grown up listening to. He was born at midnight to the ill fated Devaki and Vasudeva, who were imprisoned by Devaki's cruel brother Kansa. To save him from being killed, like his previous siblings, Vasudeva escaped prison and took him to Vrindavan on the stormy night of his birth. Lord Krishna was brought up by his foster parents Yashoda and Nand.

Janmasthanmi is a celebration of the birth of Lord Krishna and is celebrated amidst much pomp across India. Each region has a different way to celebrate, but most of them celebrate with an idol of baby Krishna in a cradle and by singing bhajans at midnight. In a deeper sense, Janmasthanmi is also the victory of good over evil, signifying that the end of the evil Kansa had finally taken birth.

Of milk, malai and pots of yogurt

Lord Krishna grew up in Vrindavan as a shepherd boy amidst cows and milkmaids. He loved his dairy and was notorious for stealing yogurt from pots hung outside the homes of the villagers. Many regions, especially Mumbai give much importance to this and celebrate dahi handi, where a pot of yogurt is hung high up and a human pyramid is built to reach it and break it. Most homes prepare milk-based delicacies, believed to be Lord Krishna's favorite foods. In Gujarat, food presides over all celebrations as a special vegetable curry called Patraali is prepared to commemorate the festival.

Patraali is a unique preparation made in ghee with no spices. The flavors of this curry emanate from the mix of fruits, vegetables and nuts that are added to make this. Chopped up greens like spinach, dil, fenugreek, mint and seasonal gourds including bottle gourd, tindora, spiny gourd, ridge gourd along with carrots, cauliflower, cabbage, beans, radish are added to this curry. Patraali is made in honor of baby Krishna, in order to introduce him to the various flavors. Along with the veggies, pomegranate, chikoos, bananas, figs, pistachios, almonds and other nuts are also added.



Independence Day, August 15th

The sweet taste of victory

The biggest, most victorious day for India was when it was declared an independent nation. This isn't a myth or a legend – but it is definitely a legendary story to be proud of. After centuries of slavery, India had finally emerged strong and triumphant, freed from the clutches of the British who were forced to leave the country after much revolt. The day brings bittersweet memories for many, who lost homes, families and friends during the partition but in return, gained their country back.

Tri-coloured delicacies

Like every other festival and celebration, Independence Day too has evolved to include food into the fervor. Delicious tri-coloured barfis and tiranga biryanis to felicitate the Indian flag are prepared on this day. While this is a day to celebrate our Indian-ness, it is also a great idea to take a culinary sojourn down the memory lane and delve into dishes that came to us, pre-partition and stayed. The likes of pindi chhole and tandoori chicken are proof that food, before the partition, was something else.



Ganesh Chaturthi, 22nd August



Everyone's favorite God comes home during these 10 days to savor delicious food and bless everyone with his presence. With much pomp, joy, song and dance, the elephant-headed God comes home to stay with his devotees. The festival is particularly celebrated in Maharashtra and Southern India, in strikingly different ways. There are a lot of stories surrounding Ganesh Chaturthi. An interesting story is that one cannot see the moon on Ganesh Chaturthi because of Lord Ganesha's curse. It is said that the beautiful moon was also very vain about his looks. When he saw Lord Ganesha walking with his big tummy, he laughed at him and made fun of him. This angered Ganesha and he cursed the moon, that whosoever looks at him on Ganesh Chaturthi will have bad luck.

Modaks, ladoos and more!

Ganesh Chaturthi is truly a festival of food – it is believed that the god comes home as a guest and must be looked after well. This is done by engaging in games, song and dance for his entertainment and by offering his favorite fruits, flowers and foods to him. Soft, steamed modaks made with rice flour, coconut and jaggery are a must. The same preparation is known by different names down south like Kohzukattai and Kudumu. Apart from these, motichoor ladoos, churma ladoos and pedas are also offered to him. During the days of Ganesh Chaturthi, the family members must eat only after having served the food to the Lord. This food is called naivedya and should be sattvic, that is prepared without using onions and garlic. Don't get us wrong – the food is delicious! Right from puris to shrikhand and different vegetable curries served along side some varan-bhaat (daal-rice) with a dollop ghee, everything oozes simplicity soaked in deliciousness.



Onam, August 31st



The festival of two legends

Onam has two separate legends, both involving different avatars of Lord Vishnu.

In one, Lord Vishnu comes to Earth as Parshurama and lives in a hermitage along with his mother Renuka, in the era of King Kaartavirya. He was a bad and vain ruler who oppressed his subjects. Once, the king came to Parshurama's house in the forest and finding it empty, simply took away his calf. On returning, an angered Parshurama waged war against the arrogant king and defeated him. His chosen weapon was an axe, with which he diminished the oppressive law of the land. After emerging victorious, Parshurama threw the axe and wherever it touched the land, water began to flow. It is believed that this is how the land of Kerala was created. Another version of the story takes place much before this, during the reign of King Mahabali. He was the grandson of Bhakt Prahlad, a devotee of Lord Vishnu. Mahabali was a powerful warrior who came into power

by defeating the Gods. Anguished by the defeat, the Gods complained to Lord Vishnu, asking for revenge. However, Lord Vishnu wasn't prepared – for he knew that Mahabali was a good and just king. Instead, he decided to put his devotion and goodness to test. During a powerful yagna, Lord Vishnu appeared to the king in the form of a dwarf called Vaman, requesting help. The king promised him anything he asked for. Vaman simply said that he wanted land that equaled to three of his own footsteps. The king agreed and suddenly, Vaman began to grow into a giant. He grew and grew and took his first two steps, covering all of Mahabali's own kingdom. For the third step, the king bowed to the giant and asked him to put a foot on his own head, for he could not give him anything further. The kind king had passed Lord Vishnu's test and was granted a boon through which Mahabali could visit his lands and the people he once ruled over every year. This revisit by Mahabali is marked by Onam.



A spread of vegetarian delicacies

Every year, the people of Kerala celebrate their king's homecoming with a delicious spread – the Onam Sadya! This is a traditional, vegetarian feast served on a banana leaf and consists of a minimum of 24-28 dishes. In larger Sadyas, the dishes can sometimes even go upto 64 items or more! Plain boiled rice is served with a multitude of accompaniments like pickles, curries, chutneys and lentils for this feast. Fresh seasonal vegetable preparations like the famed Aviyal are also served. The Onam Sadya is a one-of-its-kind feast which ends with some refreshing buttermilk and of course, a course of sweet, yummy payasam.





STAYCATIONING

THIS FESTIVE SEASON

July and August ring in a lot of festivals across all communities. Foodism brings to you innovative ideas of celebrating these from the safe comfort of your home.

by Huta Raval

The best part about a culturally diverse country like India is the festivals galore. July-August especially herald in celebrations like - Eid, Raksha Bandhan, Janmashtami, Ganesh Chaturthi, Onam, Muharram and of course our Independence Day. With most of these festivals falling either at the beginning or at the end of a weekend there's a lot one can do to maximize them.

This year instead of simply boarding a flight or a train and escaping to some exotic locale let's celebrate these festivals in a more safe way within the security of our house and city; and by connecting with our dear ones and our roots. How? Well here are some ideas to start with -

Celebrate festivals at home

What does one need to celebrate a festival in India? An idol, decorations, music, family and of course yummy food! So go ahead and prepare or order eco-friendly idols of Ganpati and Bal Gopal and place them on a pedestal/jhula with a lot of fanfare. Perform their puja with your loved ones and offer delicious Prasad - laddu, penda, mohanthaal, etc. Don't forget to prepare onam sadya and sheer khurma on Onam and Eid and have it with your friends and family within the four walls of your home sweet home...and please do share some with the underprivileged ones too and enjoy the smile you bring to their faces.



Cycle away for a picnic

Shares fitness freak Ashish Mehta, "I intend maximizing on these staycations by cycling with my group to the Indroda Park." A fun element can be added by making this a picnic with - food, games and music. Carry a food hamper of nutritious and delicious goodies like - sandwiches, fruits, wafers, khakhras, pickles, chikkis, dry fruits, etc. along with a show-stopper dish too!



Connecting with your heritage

Check out if the UNESCO heritage sites in your State are open and drive down with your family and spend a day luxuriating in that proud and old-world-like feeling. While Gujaratis could check out the Adalaj Stepwell, Sabarmati Ashram and Modhera Sun Temple; Delhi-ites could look up Qutub Minar,

Red Fort or even Taj Mahal; while the must-visit list of Maharashtrians should include the caves of Elephanta and Ajanta-Ellora. Museums too can be on your to-do list. Trust us not all museums are boring places! But hey don't forget to carry some homemade delicacies to munch-on in the car.



Sun Temple





Indulge your green fingers

IT professional Swati has a wonderful staycation plan “I intend setting up a small veggie garden in my backyard with my son and teach him the importance of protecting the environment”

Open-air theatre

Movie buff Priyanka avers “In case drive-in theatre opens up then I'm going to drive down and catch a movie with my family. We'll carry our regulars like - popcorn, makhana, dalwada and momos.” In case this option is not available, then binge-watch movies at home with your family.

Stargaze

Invest in a telescope and help your children search for meteor showers, constellations, and faraway planets – you can reward them with a cup of piping hot cocoa.

Go for a virtual vacay

Travel-freak Sheetal intends “Opening my laptop and taking a virtual—and sustainable—trip to places like Machu Picchu's mountaintop ruins and Antarctica's frozen landscapes!”

Adventure trail and camping

Preeti Bhatt comes up with an innovative suggestion “If you stay in a bungalow then organize an indoor safari and a food treasure hunt by tucking away yummy goodies like wheat noodles, ragi cookies, a can of probiotic yoghurt, etc. at clean corners of your house and backyard. You can end the day by setting up a tent in the backyard, grabbing a sleeping bag and flashlight, preparing hot soup and pasta on a small gas burner and creating the perfect camping experience ambience!” US-based Dhruvi chips in with “Organise a barbecue in your backyard and grill and enjoy – vegan burgers, Caesar salad, tandoori paneer tikka, lemon and mint marinated courgettes, vegetable and paneer skewers...and lots of mouth-watering dishes!”

**Re-create the spa experience at home**

Just pick up some fresh bath towels, scented candles, and bath salts; run a hot bubble bath and relax with some soothing music and your favourite book.

Take a meditation retreat

Academic Rashmi Trivedi suggests “Practice being with yourself in total silence in a room – it will not only lower anxiety levels but will also help you handle stressful events better in the future”



Bring your vacay destination to you

Has your summer bucket-list trip to Italy been cancelled? Chill! Bring Italy to you by playing Italian music, watching a Bollywood movie based in Italy, eating Italian food, and drinking Italian wine.

So go ahead enjoy your staycations and happy festivities too!

A cupful of sunshine in a packet!

With their domestically sourced, freshly roasted 100% Arabica, single origin coffees, Korebi Coffee became Gujarat's first ever-coffee roasters. Here's an insight into their aromatic world.



The word Korebi comes from an untranslatable Japanese word Komorebi, which refers to the wondrous sight of glistening sunlight shining through trees. In the Indian subcontinent, coffee is shade-grown next to large, leafy owing to which, Komorebi is quiet a common occurrence in coffee plantations.

The Shop-in-Shop Model

Under the B2B model, they supply their coffee beans, along with a coffee machine to restaurants and cafés. From training the staff to churning out delicious new coffee recipes, Korebi Coffee handles everything for the café.

For those looking to establish an eatery or already run one, this model works on a promising revenue sharing module. Make your restaurant/café/eatery smell like coffee, as you dish out delectable Korebi Coffee based beverages, straight from the secret recipe book of the brand.



Coffee-addicts can rejoice!

For those who take their cup of coffee very, very seriously, Korebi Coffee has excellent products on the shelf. From an interesting brew bag that pours out freshly brewed coffee for you to Doppio – their newest offering, the range of products is exciting. Doppio is a liquid coffee sachet that can be mixed with hot water for an intense Americano or milk for a lip-smacking latte! This toasty treat is 100% pure coffee with no additives whatsoever. It is a medium roast that comes with nuances of cocoa and very mild fruity undertones – a complete forest in a cup!

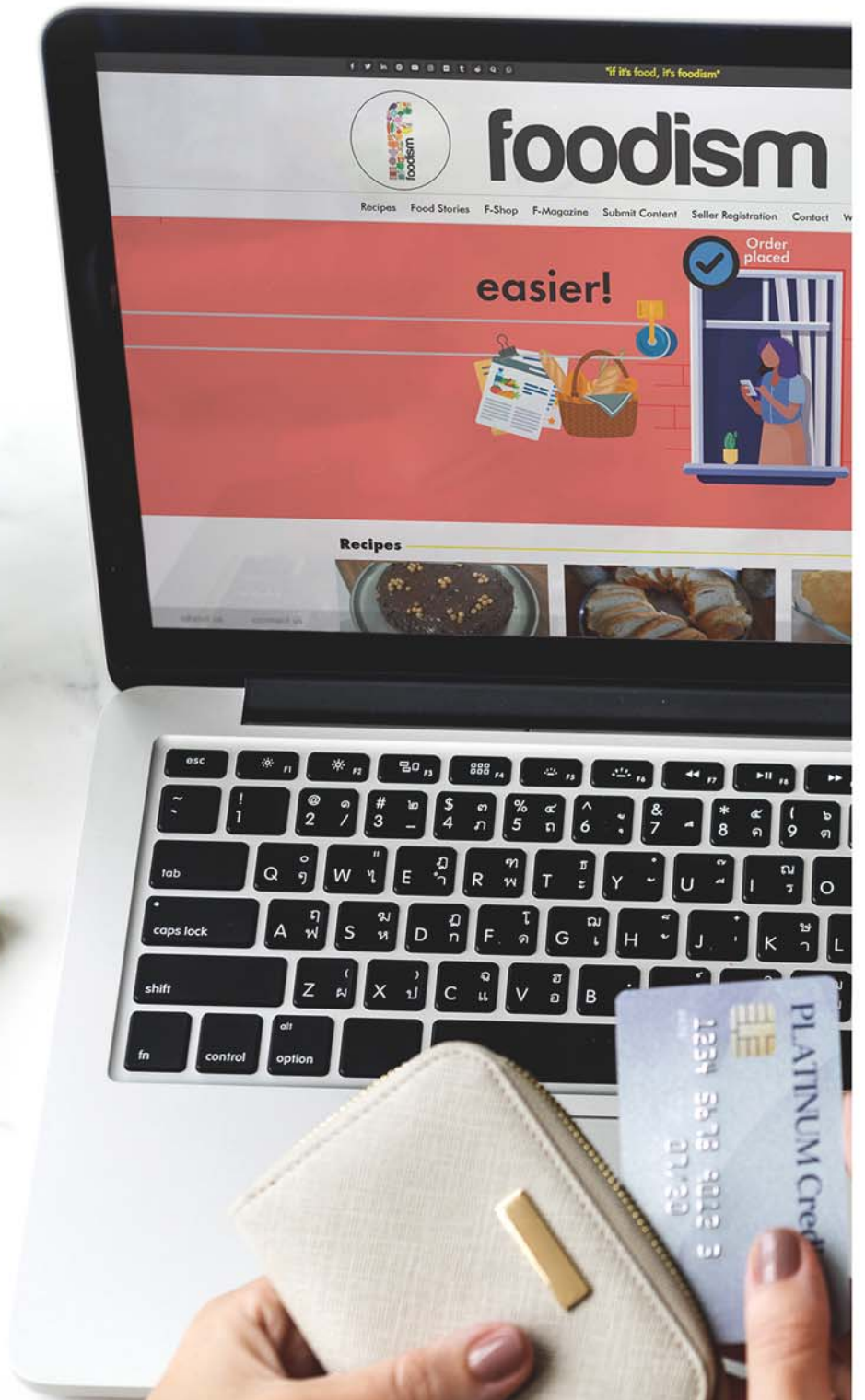
Subscriptions

For regular coffee drinkers, Korebi Coffee runs an interesting coffee subscription, wherein you can have your daily dose of caffeine delivered at your doorstep. This model gives you a chance to try a new roast every few months, allowing you to expand and savor your coffee knowledge! Subscriptions start as low as INR 1650/- per month.

Korebi Coffee products can be bought on their website korebicoffee.com.
Instagram: [korebicoffee](https://www.instagram.com/korebicoffee)

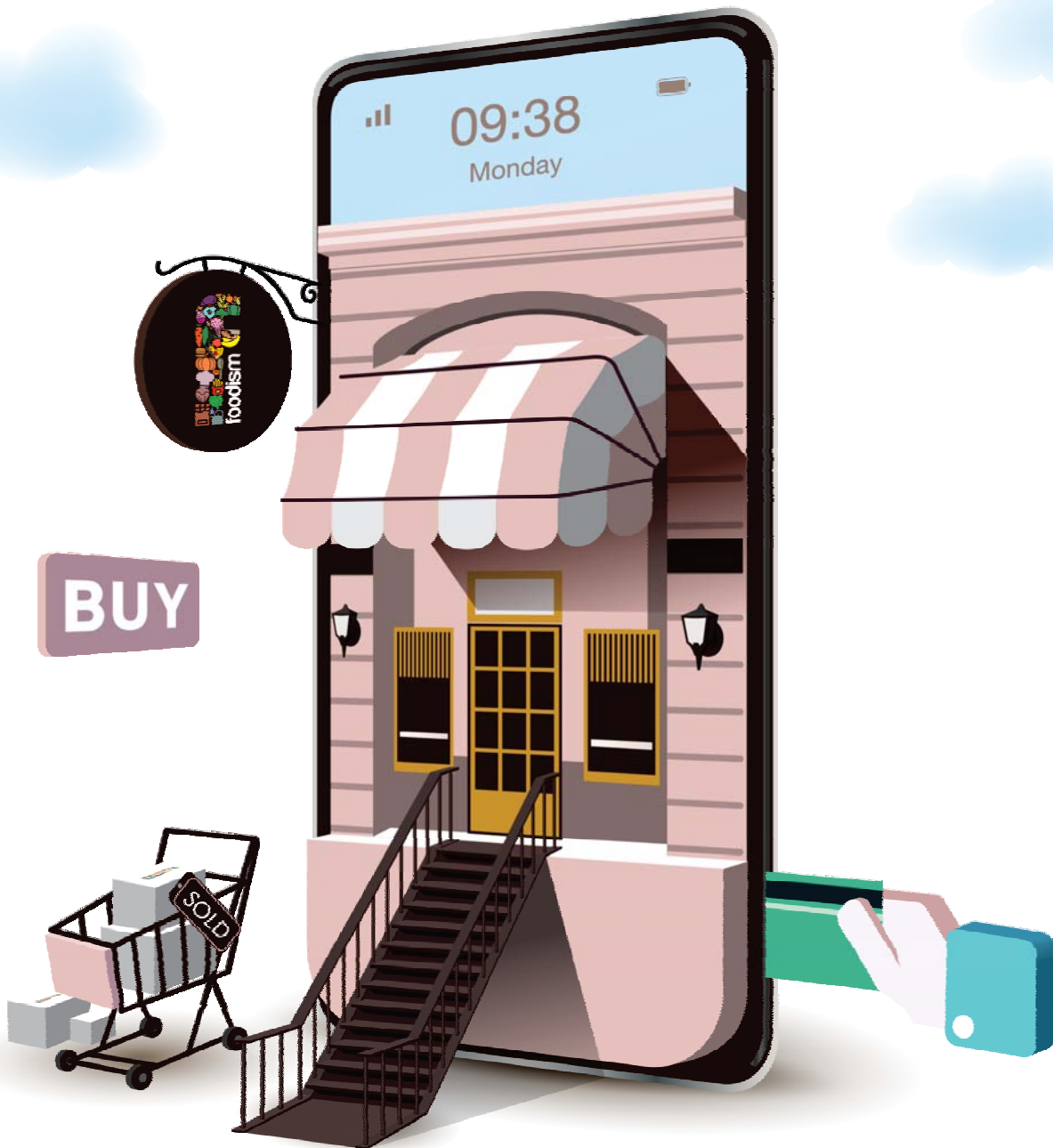


For more information on Korebi Coffee, or to purchase their products, log onto their website:
www.korebicoffee.com or follow them on Instagram: [@korebicoffee](https://www.instagram.com/korebicoffee)



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"If It's Food, It's Foodism"

HAPPINESS IS HOMEMADE



Aditi and Renaissance Shah,
Ahmedabad, Gujarat



"I decided to start making and selling Shrikhand along with my mom's stuff. We branded it Adi's Snacks and we sell a range of pickles, sweets, dry and storable snacks and fresh eats like samosas and kachoris under it."

Aditi Shah's home cooked snacks have been selling at Kankaria lake since many years. Her daughter Renaissance, who helps market her delectable homemade goodies and also makes her own signature dish to sell on the side, recently, joined Aditi in business.

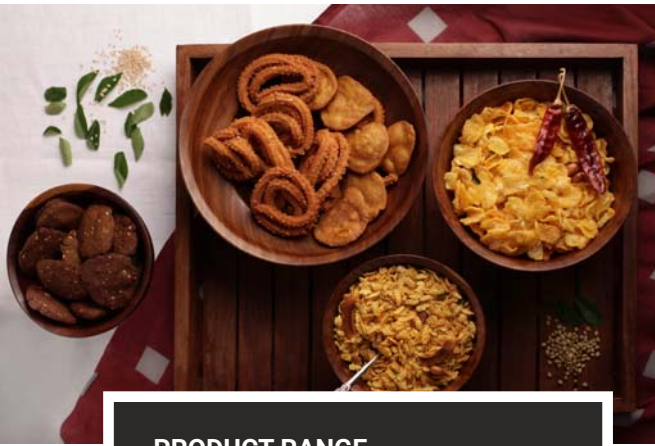
For five-year-old Renaissance Shah, sweets were already a weakness. And with a cook whiz like Aditi for a mother, she always got her fair share of sweet treats even before she asked for them. It wasn't long before she learnt how to make her favorite sweet – Shrikhand. "I've been making Shrikhand since I was 5-6 years old and I've only gotten better at it," grins Renaissance. A fashion designer with her own label to her credit, Renaissance helps spread the word about her mother's delicious refreshments through social media.

For Aditi Shah, selling her homemade snacks via social media maybe new, but she is no novice when it comes to selling food. She has been selling, fresh, hot snacks

since 30 years at Ahmedabad's famous Kankaria lake. Soft pillowy idlis, freshly ground chutneys and spicy hot sambar are specialties many enjoy as they visit the famed city spot. With festivals approaching, the dynamic duo has sprung into action with their wide range of products. "Mom's like a machine! For years, she has been making 700 kg pickle on order, annually, and she manages all this at home without any outside assistance. She came up with her own system where she starts taking orders for pickles mid-April – the orders are open for 25 days. Then she tops taking orders and over the next two months, begins delivering them pan India and globally. These pickles are made by hand with recipes and techniques passed down by her mother and

grandmother, the traditional way. She can churn out amazing food at top speed and we've been catering to orders almost everyday since I began marketing her food on Whatsapp and Instagram" says Renaissance.





PRODUCT RANGE

- Jamun Shrikhand
- Rose Coconut Pistachio Shrikhand
- Peach Vanilla Shrikhand
- Orange Vanilla Shrikhand
- Kesar Elaichi Shrikhand
- Lehsan Methi Chana Pickle
- Khatta Achar Pickle
- Meetha Achar Pickle
- Goonda Achar Pickle
- Mohanthal
- Cream Salad
- Gulab Jamun
- Chakri
- Corn Chevda,
- Bajri Wada,
- Khasta Kachori,
- Chole Kulcha,
- Corn Samosas
- Punjabi Aloo Samosa,
- Idli Sambhar
- Ragda Patties



Adi's Snacks Lasan Methi Chana Pickle



INGREDIENTS

- Rajapuri mango 500gms
- Garlic gloves 100gms
- Dry methi (fenugreek) 100gms
- Black chana 100gms
- Mustard oil 250gms
- Achar Masala 300gms

METHOD

1. Soak the black chana and methi (in separate bowls) overnight. Put them on a clean cloth to dry for 5 hours until dry.
2. Cut the mango into square pieces without removing the skin. Mix the mango pieces, garlic cloves, dried methi and dried chana together and add all the methi masala in this mixture and mix it well.
3. Boil the mustard oil, let it cool down and pour it on the mixture. Fill it in a glass jar and keep it for 2 days in a cool dry place.
4. Open the jar, check the pickle, stir it once and keep it in the fridge.

Your pickle is ready to eat with masala puris, parathas, thepla etc



ALL IN THE FAMILY



Krishna and Brinda Khandhar, Ahmedabad, Gujarat

From sisters-in-law to business partners, the lockdown gave a game changing push to Krishna and Brinda's relationship. Armed with a love for good food and a need to supply organic, hygienic and homemade goodness to those who appreciate it, these two set out to create Love For Hummus.

While some lazed the lockdown away, some others worried endlessly about the looming economic doom. But for this deraani-jethaani Jodi, the lockdown was a chance to better themselves at perfecting their delicious hummus recipe and rolling it out in the market for everyone to try. "My kids are very fussy about food, they don't eat everything. But one day, when I tried to feed them hummus, they lapped it all up in an instant! That is when I realized that I wanted to take this dish places" says Krishna who has two

small kids and was a fulltime homemaker and mom, up until Love For Hummus happened! As for Brinda, she is a graphic designer with a keen eye for palettes and proportions. She looks after the social media handles of the Khandhar family business and helps spread the word for Love For Hummus as well.

"We had a lot of time on hand and decided to perfect the recipe for our hummus. We did a lot of R&D and figured that our hummus was smooth, fluffy and simply delicious. There was no going back from thereon."

Brinda

The duo have named their company The Organic Village Co. because of the finesse of the ingredients that they use.



"This is a precarious time for everyone. We do home deliveries of our hummus boxes, taking all precautionary measures. We know that we would never deliver something that we would hesitate in feeding our own kids, that is the level of health and hygiene we are maintaining with our hummus. This is a protein-packed, healthy, nutritious snack that can easily become a dinner or breakfast meal too!"

Krishna

Love For Hummus's Mediterranean Hummus

INGREDIENTS

Chickpeas soaked overnight and cooked till soft, 250g
Lemon juice 60 ml
Sesame seeds ½ cup
Minced Garlic 1 clove
Extra Virgin Olive Oil 2 tbsp
Salt to taste
Wine Vinegar 1 tbsp
Chilled Water 3 tbsp
Paprika or Sumac to garnish

METHOD

1. Add all the ingredients except the chickpeas and garnishings into a food processor and pulse until smooth.
2. Scrape the sides of the food processor. Add the chickpeas and pulse again. Do this in rounds of 3-4 bursts. Keep scraping the sides to get a homogenous, smooth mixture.
3. Taste and adjust seasoning. Add lemon juice or salt if needed and pulse again.
4. Scoop the Hummus into a bowl and garnish with olive oil, paprika and sumac.



PRODUCT RANGE
Classic Hummus (no garlic)
Mediterranean Hummus
Peri Peri Hummus
Multigrain Crackers



"I love making Chinese and have also mastered some Swedish dishes like meatballs. So those will definitely be a part of the menu, whenever I open my eatery."

A husband and a daughter who help her with everything she needs, ensuring that she can fulfill her dream and open an eatery to sell some of the choicest Keralite and Swedish food preparations, is what keeps Devi going. "My mother and mother-in-law are both prolific

cooks. Before moving to Sweden, I stayed in Bangalore where I had nothing much to do. So I immersed myself in cooking and polished my culinary skills regularly. When I moved to Sweden in 2011, I started learning how to bake, through short courses available here. I learnt pastries and cupcakes and even learnt the art of baking vegan goodies." Her passion and keenness was soon noticed and a popular vegan café in Stockholm, Hermans, hired her. Devi now works at the café from 7 am to 4 pm and then takes orders for cakes and themed dessert tables for the weekend.

"My husband and daughter manage a lot of my household work, so that I can sell my bakes, after coming home from work." Devi plans to open a café to sell some of her favorite fish dishes from Kerala.

FROM SOUTH INDIA TO SWEDEN

Fancy eating a Kerala Porotta or steaming hot puttu while vacationing in Sweden? Simply order one of Devi's scrumptious Keralite preparations. Based in Stockholm, Devi works at a vegan café and takes orders for cakes and savoury meals and snacks over the weekend. Here's a look at her delicious bakes.

Devi Nair, Stockholm, Sweden

PRODUCT RANGE

- Vegan Lemon Cake
- Vegan Cinnamon Bun
- Blueberry Cake
- Carrot Cake
- Croissant
- Belgian Chocolate Cake
- Cup Balls: chocolate and coffee flavors with fondant
- Different Flavored Cupcakes
- Kerala Chilli Fish Curry (Meen mulakittathu)
- Mutton Roast
- Kerala Porotta
- Kerala Chicken Pirattu
- Jackfruit Puttu
- Egg Biryani



My Bakeshop's Vegan Lemon Cranberry Cake Loaf

INGREDIENTS

- Flour 600 gm
- Cornflour 85 gm
- Baking powder 3tsp
- Baking soda 1.5tsp
- Lemon zest of 2 lemons
- Lemon juice of 2 lemons
- Sugar 500gm
- Oil 250 gm
- Soyamilk 452 gm
- Apple sauce 3tbsp
- Dried Cranberries 300 gm
- Lemon glaze Frosting
- Lemon juice of 1 lemon
- Powder Sugar 200 gm

METHOD

1. Preheat Oven to 170°C .
2. In a small bowl, mix lemon juice with powdered sugar and set aside. This is your lemon glaze.
3. Mix all the dry ingredients in a big bowl.
4. Mix all the wet ingredients in another bowl.
5. Pour the wet ingredients in to the dry ingredients gradually and whisk until just combined.
6. Fold the cranberries in to this batter.
7. Take a greased loaf pan and fill the batter.
8. Bake 50-55 minutes or until the skewer comes out clean.
9. Pour Lemon glaze frosting on top when cooled and decorate with lemon wedges and cranberries.



ROLLING HER WAY TO SUCCESS!

From managing a classroom to leading 20 poverty-stricken women into a life of financial independence, Ekta Jain's story is just right dose of sweet inspiration we all need right now. Here's her story of how she forayed into the world of entrepreneurial success with ladoos.



Ekta Jain, Ghaziabad, Delhi-NCR



A leap of faith took Ekta's life from ordinary to extraordinary – all it took was some guts and a whole lot of ladoos! Ekta Jain, 45, was a teacher for 13 years, when she decided to take a break from teaching. It wasn't long before she realized that her calling was making and selling ladoos – the same ladoos that her mother made. Soon enough, she had a working staff of 20 women – all from impoverished backgrounds, all of them heading to financial independence, thanks to Ekta's Ladoo venture – Simply Laddoos.

The brand has been functional for the past 5 years now, and Ekta is happy with how far she has come. When she isn't busy creating little orbs of happiness for people to savor, Ekta loves focusing on her fitness and writing poems. She is proud of the fact that she is an 'emotional entrepreneur' – a rare combination.

"I came up with the name easily, because I knew I wanted to include the word 'laddoos' in it. That is my hero product afterall."



Simply Laddoos's Besan Ladoo

INGREDIENTS

Besan/chickpea flour
500gm
Almonds 100gm
Must melon seeds/
kharbooja beej 100gm
Cashews/ kaju 80gm
Clarified butter/ desi ghee -
in summers 250gm and In
winters 350 gm
Powdered sugar 300 gm

METHOD

1. In a pan, dry roast besan for 45 mins to 1 hour on low flame till it changes colour and gives out a nutty aroma.
2. Add ghee and roast for few more minutes till besan becomes soft and leaves ghee from the sides.
3. Take another pan. Dry roast almonds, cashews and muskmelon seeds.
4. Add the nuts to the mixture and set aside to cool
5. Add sugar once the batter comes to room temperature.
6. Shape into ladoos and enjoy!

PRODUCT RANGE

Laddoos

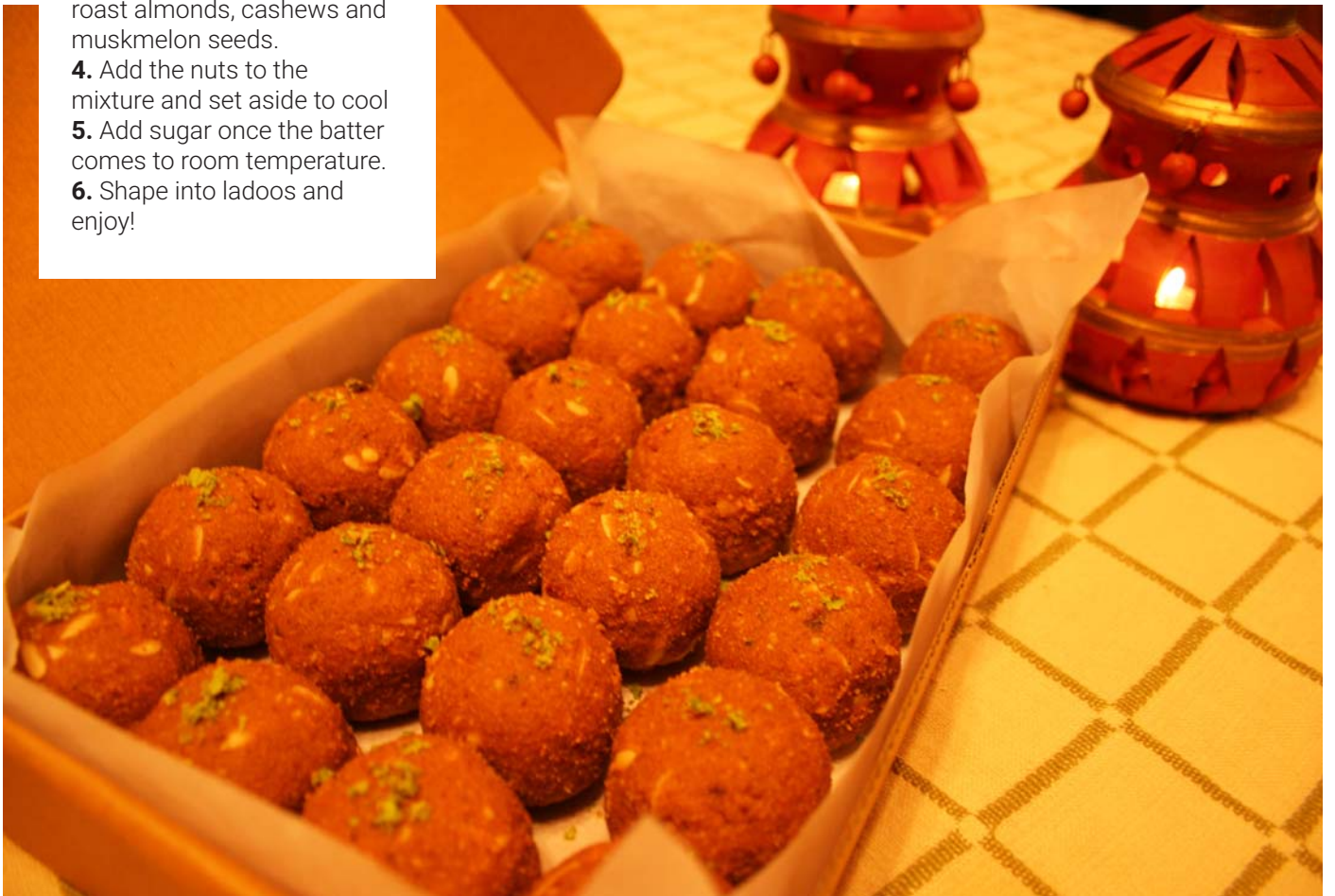
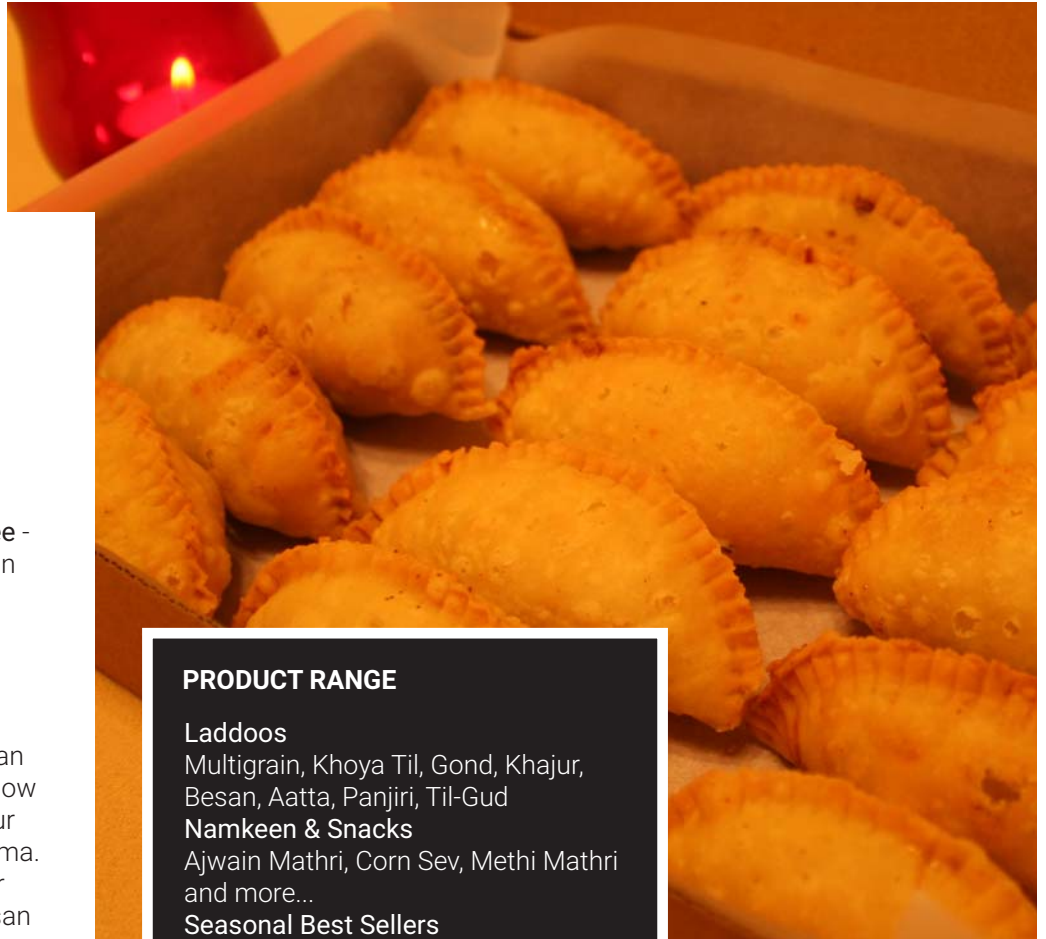
Multigrain, Khoya Til, Gond, Khajur,
Besan, Aatta, Panjiri, Til-Gud

Namkeen & Snacks

Ajwain Mathri, Corn Sev, Methi Mathri
and more...

Seasonal Best Sellers

Gujias go on sale 15 days before Holi.



JUGGLING WORK AND PASSION IN A SINGLE SPOONFUL

Whoever said that you must quit your regular 9-5 job to pursue your passion hasn't met Pooja Sahani, Lead Demand Generation, NTT.

Selling dreams by day and delectable eats by night, Pooja Sahani has succeeded in striking a balance between a regular 9-5 job and pursuing her passion for cooking. "My mother is from Mangalore and my father is a Punjabi, so I grew up in a mélange of customs and traditions – all of which revolved around food. From a very early age, I was exposed to various kinds of cuisines, the different flavors and ingredients used to cook these dishes. My family is a melting pot of all regions of India, we have members from various parts of the country which makes my palate all the more vivid and colorful." Selling food isn't all she does. This bright double graduate has a degree in management and computer science both and she has put those skills to good use. Pooja also has a brand under which she sells smoothie bowls, multipurpose trays and is soon going to launch dishware too.

This self-taught foodie loves to create new recipes and to play the perfect host for parties. "My mother has been a working woman, so I learnt to be independent quiet early. In the process I also began to take an interest in cooking my own food. Now, all these years later, I have received overwhelming support from my family to take Want A Spoonful? forward." Pooja admits that her original plan was to name her brand Spoonful but that was taken, so she went ahead with Want A Spoonful.



Pooja Sahani, Mumbai, Maharashtra

"The idea came to me when a friend casually retorted that she'll always get a spoonful of something nice to eat at my house. That's when the name stuck."

Pooja's day is passion driven and fuelled by energy and copious amounts of planning, "I put in a lot of thought in my schedule and ensure that all the orders I take are completed on time." Her favorite things to cook are fusion foods, recipes she creates herself. She urges people to not make life complicated, "It is important to enjoy the process of living! Once you enjoy it, the results will be fabulous."

Want A Spoonful's Oreo Cheesecake

INGREDIENTS

Oreos 10 biscuits
 Cream cheese 150 gms
 Fresh cream 100 gms
 Dark chocolate 50 gms (melted)
 Butter 100 gms melted
 Pinch of Salt
 Agar agar/Gelatin 50 gms
 Milk 100 ml
 Tart or cheesecake tin (I have used
 a 8 inch tin)

Note: Gelatin consists of animal compound, if you want a veg cheese cake please use agar agar in the quantity mentioned above

Method

1. Separate cream from the biscuits, add biscuits to a blending jar with melted butter and grind on high speed, you should have a soil like texture to your biscuits now.
2. Line the tin with some butter using a brush or your fingers, line the mixture to the bottom of the tin and press it down to form a nice hard firm base.
3. For the cheesecake, soak gelatin or agar agar in some lukewarm milk and set it aside for 10 min.
4. Now in a blending jar add all the remaining ingredients together along with the gelatin or agar agar and bring it to a smooth blend.
5. Ensure the mixture is smooth and lump free.
6. Once your mix is ready, pour it on top of the biscuit base and tap 2 to 3 times to get a flat top.
7. Set this in the fridge for 7 to 8 hours (preferably overnight).



PRODUCT RANGE

Healthy Mango Dates Cheesecake
(sugar-free and egg-free)

Oreo cheesecake

Protein balls/ Chocolate

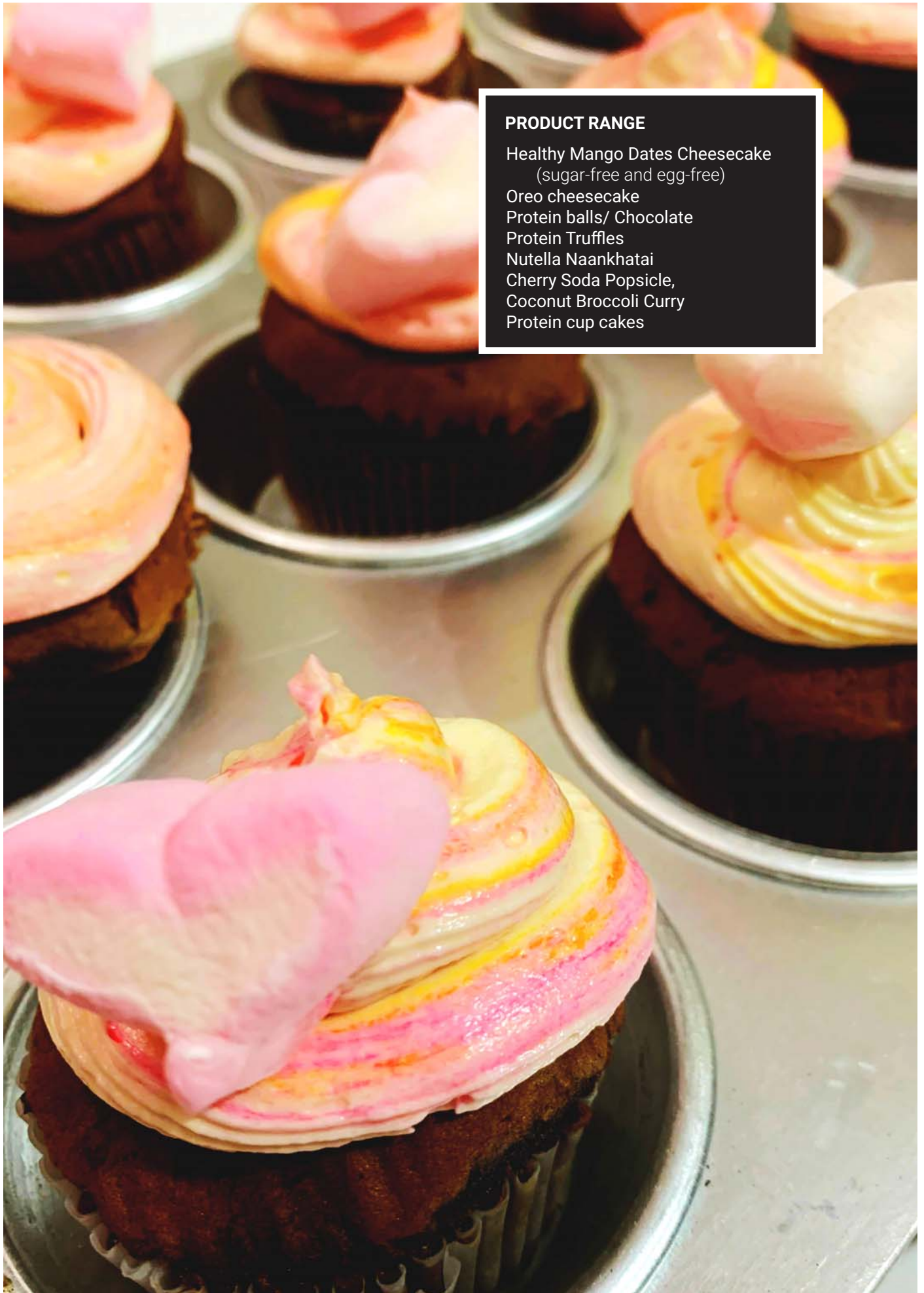
Protein Truffles

Nutella Naankhatai

Cherry Soda Popsicle,

Coconut Broccoli Curry

Protein cup cakes



THE HEART IS WHERE THE FOOD IS!

Janhavi Khambatta thought her life was sorted, when she got into Nirma University for her post graduation. She joined her family business and immersed herself in it. But she always felt that something was amiss. Soon enough, she figured out that her path to complete happiness involved an oven, a mixing bowl and a cake whip! There has been no looking back for her ever since.



Janhavi Khambatta, Ahmedabad, Gujarat

A self-taught baker, Janhavi bit into her first ever bundt cake on a trip to the United States, six years ago. She relished the buttery soft texture, the crisp, toasty exterior and the marvelous burst of flavors in her mouth. She did her research and tried her hand at baking 15-16 of these bundt cakes until she finally got it right. "I read all about these bundt cakes and found out that they originated in Germany. They were then adapted to suit the American tastebuds and became very popular in the USA. I figured that I could make an amazing egg-free version of this European delicacy and got to work." Janhavi bakes under the name The Moody Baker and she only bakes these bundt cakes in a variety of flavors.

On regular weekends, Janhavi sells about 35+ of these delectable bundt cakes and has special flavors running each week. Her Instagram page reverberates with delicious and innovative energy in terms of flavors and colours. "I believe in making these cakes look as pretty as possible! After all, we eat with our eyes first. Decorating bundt cakes is also fun because they are hollow in the middle and made in pans that have fluted sides, allowing dense moist cake. Its distinctive doughnut shape and ornamental sides make it a joy to decorate!" To all the aspiring home bakers, Janhavi has a message, "Baking requires patience, care and love! But one must be committed to their passion and persevere, no matter what."

"The name 'Moody Baker' came to me almost instantaneously because when I first started taking orders, I'd ask my customers what they were in the mood to eat. That's how I decided to name my brand The Moody Baker."



PRODUCT RANGE

Rose pistachio
Biscoff
Affogato
Blueberry lemon
Lavender lemon
Mawa malai

Seasonal Bundts
Mango coconut
Lychee and rose
Jamun vanilla
Strawberry Nutella





The Moody Baker's Rose Pistachio Bundt

INGREDIENTS

All Purpose Flour 128g
 Baking powder 1 tsp
 Baking soda ¼ tsp
 Caster Sugar 100g
 Salt a pinch
 Pistachios 20g
 Milk at room temperature, 180ml
 Vinegar ½ tbsp
 Oil 60 ml

Preheat oven to 180°C.

METHOD

1. Prepare your bundt pan with baking paper and keep ready. Mix milk and vinegar and keep aside for 5 minutes.
2. The mixture will look curdled.
3. Sieve flour, baking powder, baking soda, salt in a bowl. Add sugar to these dry ingredients and mix well.
4. Add oil to the milk-vinegar mixture and mix well. Now add this wet mix in 3 parts to the dry ingredients and whisk till no lumps remain.

5. Add essence and give it a brisk mix.
6. Mix in chopped pistachios just before pouring mixture into prepared baking pan.
7. Bake for 30-40 minutes or till an inserted toothpick comes out clean.
8. Cool on a wire rack. Slice once completely cool.





GROW
YOUR
OWN
FOOD



As you sow, so you reap!

It is always a joy to be able to enjoy the fruit of your own labour and especially so if that fruit is mango or papaya or tomato! **Tanya Khambolja** of Urban Khetti shows us the right way to sow fruit seeds and have them grow into beautiful fruit trees.

The lockdown and the utter chaos that followed it, has sensitized us to the importance of growing and eating fresh food. We, as a society, have come to learn of how crucial a role, these foods play in our lives. Which is why, there is an increased curiosity about farming and growing your own produce.

A very simple way of trying your hand at growing your own food is to grow plants from the seeds that we usually discard. A fair warning, not everyone will be successful at growing a plant from its seed – it takes 5-6 trials sometimes to finally see some success. So be prepared to be very patient and do not treat this as a one-time experiment.





For the seed to grow into a plant, it requires some basics:

Water, sunlight (sometimes very little), the right temperature, air and soil. If a seed receives all of these in the right quantity, it gets the signal to start growing. This process is called germination. To make sure that seeds germinate properly, sow them about two-three inches into the soil. Sowing them too deep will hinder the germination process, resulting in slow or no growth at all.

To ensure good growth, make sure that the sowed seed has plenty of air and adequate amount of sunlight. Watering the seed too much will also not work, so sprinkle some water once or twice a day.

Good seeds to grow at home are beans, channa, mung, raw peanuts, peas and corn (not the processed, roasted and oiled ones). These are easily available in your pantry and can be sown anytime! To grow plants from the seeds of the fruits you have eaten, you must sun-dry these seeds for 5-6 days, before finally planting them. Mango, lemon, papaya, corn, beans, peas, chilli, tomatoes are best grown now – so get digging!



I wish you happy gardening...





Haldiram Bikaneri Bhujiya

Haldiram's addictive bhujiyas tell us the story of a 500cr empire, which was built on the foundations of a regional snack, sold from a corner stall.

Deeply addictive and sinfully delicious – no matter how many chips, trail mixes and wafers flood the market, we will always have a special spot for Haldiram's spicy, melt in the mouth, Bikaneri sev bhujiya. The story of how the brand journeyed to build an empire comparable to that of McDonald's and Dominos is an interesting one, essayed spectacularly in Pavitra Kumar's book - Bhujiya Barons.

It all starts with Ganga Bishen Agarwal aka Haldiram as his mother fondly called him. He stood out with his bhujiyas amongst a sea of other sellers in Bikaner, by simply tweaking the recipe a little. While others used just besan, Haldiram devised a recipe that used a mix of besan and moth (a lentil native to Rajasthan) flour. He also custom made a finer sieve through which the sev was thinner and melted instantly in the mouth when eaten, leaving you with excellent mouth feel. Years later, his generations are now leading with the fruits of labour and

intellect that a young, enterprising bhujiya seller had sown.

Pros

As a snack, bhujiyas are delicious and fun to eat. But particularly Haldiram's bhujiyas stand out for their original recipe and a thinner, crumblier texture. No matter what you're eating – topped with a handful of these bhujiyas, every snack becomes delectably crunchy and instantly delicious.

Cons

While they're super tasty, these moreish bhujiyas spell disaster on health. With a very high fat and carb content, they also come packed with preservatives to lengthen their shelf life.

Moderation is the key to keep enjoying these bhujiyas!



A BAR OF EDIBLE *emotions*



There is nothing in this world that comes close to the bliss of savoring a good bar of chocolate – and by 'good' we mean one that gives you a luscious mouth-feel, is silken and melts on your tongue in an instant. Our very own, Indian brand of chocolate, Toska is all that and much more.

Chocolates have forever been a way to convey emotion – whether you want to apologize, confess your love or just, do something nice for them. These bars are literally edible emotions.

Toska Chocolates are made with the best quality cocoa beans, sourced from the best quality plantations. The beans are sorted and the best of the best are chosen for roasting. These roasted beans and shelled, winnowed and turned to a paste. This cocoa mass is then flavored and tempered to be turned into beautiful chocolate bars. This entire process takes place at the Toska plant in Narol, Ahmedabad under the watchful eye of Toska's passionate founder.

Pansuria's chocolates truly convey every emotion, with a gamut of flavors to choose from, Toska leaves you spoilt for choice, if not terribly confused. One of Ishan's favorite flavors from his range of chocolates is a dark chocolate bar infused with sea salt and flavored with fig, lavender and rosemary.

For Ishan Pansuria, Founder of Toska Chocolates, these represent nostalgia.

Ishan Pansuria

“When I decided that I wanted to launch a gourmet chocolate brand, my father was my biggest supporter. He hand-held me into the basics of business and ensured I got the best education at the Barry Callebaut Chocolate Academy in Mumbai. Unfortunately, my father passed away before I could launch the brand. So we named it Toska – which is the Russian word for nostalgia. The brand is significant of how much I have learnt from my father and how much I miss him.”



Toska Product Range

White Chocolates
Dark Chocolates
Milk Chocolates
Hot Cocoa Mixes

Single Origin -
Chocolate Bars
Chocolate Elixirs
Chocolate Jars



Toska Chocolates are available on www.toskachocolates.com.
Instagram: [toskachocolates](https://www.instagram.com/toskachocolates)

FESTIVE RECIPES

With festivals fast approaching, it is time to put on your best clothes and indulge in drool worthy Indian festive fare. The pandemic may have put a dampener on our celebrations this year, but what is life if not an endless saga of making it work! We bring to you some classic festive, 'make-at-home' delicacies.



Prep Time 30 minutes
Cooking Time 45-60 minutes
Serves 2-3

Bakri Eid

Bakri Eid is a time to celebrate the victory of goodness over viciousness. It is a time to immerse ourselves in gratitude and emerge victorious. The food eaten during Eid is loved world over. Try these sumptuous vegetarian delicacies for Eid at home.

HYDERABADI BAGARA BAINGAN

A spicy, tangy dish that goes well with rice and chapatis both! This dish is an impressive take on the humble baingan and will have your family and friends asking for seconds.

METHOD

1. Wash and slit the eggplant and soak them in salt water for 20 minutes.
2. Soak the tamarind piece in hot water and set aside.
3. Drain and leave them out to dry on a paper towel or clean cloth.
4. Heat the oil and ghee and fry these whole, slit eggplants on medium flame until cooked. Remove with a slotted spoon and drain the excess oil on a paper towel.
5. In the same oil, fry the onions until brown.
6. In another pan, dry roast the cumin, coriander, sesame seeds with the coconut until it is toasty and fragrant.
7. Cool and grind this mix to a fine powder. This is your fresh masala.

8. Once the onions are browned, add the ginger garlic paste, haldi and chilli powder to it. Give it a good mix.
9. Add the freshly ground masala and stir continuously. Cook until the masala begins to release oil from the sides.
10. Prepare tamarind pulp by squeezing the soaked tamarind and add this to the mix with about 2 cups of water.
11. Drop the fried eggplants into this and cook uncovered, for 5-6 minutes.
12. Check salt for taste. Since you have soaked the eggplants, they will be a little salty. Add salt, as needed.
13. Cook further for 12-15 minutes until you reach the desired consistency.
14. Serve, garnished with lots of fresh coriander. powder before you serve.

INGREDIENTS


Small Eggplants 6-7
Oil 2 tbsp
Ghee 2 tbsp
Finely Chopped Onions 4
Desiccated Coconut 1 heaped tbsp
Sesame Seeds 2 tbsp
Coriander Seeds 1 tbsp
Cumin Seeds 2 tbsp
Ginger Garlic Paste 2 tbsp
Salt to taste
Turmeric Powder 2 tsp
Chilli Powder 2 tsp
Tamarind 1 piece



DOUBLE KA MEETHA

This desi bread pudding oozes all kind of richness, creaminess and indulgence combined into one dashing dish. It is simple to make and amazing to eat. End your Eid indulgence with this magnificent delicacy.





Prep Time 30 minutes
Cooking Time 20 minutes
Serves 2-3

INGREDIENTS

Jumbo White bread 8 slices
Ghee 4-6 tbsp for frying
Chopped Almonds and Pistachios 5 tbsp
Saffron a pinch
Sugar ½ cup
Water 1 cup
Full Fat Milk 2 liters
Condensed milk ½ can

METHOD

- 1.** Cut the bread into triangles or squares and fry them in ghee until crisp and set aside. To make this healthier you can also toast the bread in a toaster until it is hard and crisp and then brush it with a little ghee. But frying it in ghee gives the dish an intense, rich depth of flavor.
- 2.** In the same ghee, fry the almonds and pistachios and set aside.
- 3.** In a thick-bottomed pan, heat the milk and saffron on slow flame and reduce it to half. Add the condensed milk to it and reduce it further to half its quantity to make a sweet, creamy rabdi.
- 4.** In a nonstick pan, prepare a sugar syrup by boiling the sugar and water until reduced and thick.
- 5.** Dip the bread in the prepared sugar syrup, allowing it to absorb some of it.
- 6.** Arrange on a serving dish.
- 7.** Pour the prepared rabdi over the bread slices and garnish with the fried nuts. Let it sit in the fridge for 2-3 hours minutes before serving.



Prep Time 15 minutes

Cooking Time 25-30 minutes (Will require 4 hours to chill)

Serves 4-6



Rakhi

This Rakshabandhan, reverse the roles and surprise your sister by cooking up a storm for her! We promise, the look on her face when you present her with your handmade desserts will be worth all the effort.

NO-BAKE CHOCOLATE TART

This buttery chocolate tart is a sight for sore eyes and takes barely any time or effort to make!

INGREDIENTS

Chocolate 500g (you can use Dairy Milk or Amul chocolates or even opt for compound chocolate blocks to your liking. The taste will differ slightly depending on which one you use)

Fresh Cream 250g

Digestive Biscuits 500g

Salted Butter 100g

Chopped roasted nuts to garnish

METHOD

1. Crush the digestive biscuits, either by hand or in a blender to make a fine powder. Add in the melted butter to get a doughy, paste like consistency.
2. Grease a tart tin or a cake pan with butter and drop the biscuit-butter mix into it. Press down gently and even out the surfaces to get a smooth base. Chill for 1 hour.
3. Melt the chocolate, either in a microwave or over a stove top. If using a microwave, heat the chocolate in bursts of 20 seconds to avoid burning it. On a stove, apply indirect heat, by placing the bowl of chocolate over a pot of boiling water.
4. Let the chocolate cool slightly. Add fresh cream to it and fold the mixture until the cream is incorporated and you get a shiny, smooth mix. If you wish to add some flavor, you may add orange or rum essence to the chocolate at this point.
5. Let this cool for sometime at room temperature.
6. Take your biscuit base out of the fridge and check if the base has hardened well. Pour in the prepared chocolate mix and smoothen the top. Garnish with nuts, fruits, candies – whatever catches your fancy.
7. Chill in the fridge for 3-4 hours.
8. To serve, cut into equal slices. You can also add a dollop of whipped cream or icecream to it.

QUICK GULAB JAMUNS

Impress your sister with this no-fail, easy hot gulab jamuns. We promise you will forget the store bought ones in no time.



Prep Time 30 minutes
Cooking Time 30 minutes
Serves 4-6



METHOD

1. Heat the sugar and water with the cardamom pods on medium flame to prepare a sugar syrup. Reduce by 1/3rd and take it off the flame.
2. Grease your hands with a little ghee and knead the mawa until soft. If your mawa is hard, grate it first and then knead.
3. Slowly add the maida, spoon by spoon and keep mixing with your fingers until you get pliable dough. Ensure that your fingers are greased at all times. Roll the dough into little balls.
4. In a frying pan, heat the oil. Add the ghee to introduce a rich aroma to your gulab jamuns.
5. Gently drop the gulab jamuns into the hot oil and fry on a medium flame until golden brown.
6. Tip the freshly fried, hot gulab jamuns into the sugar syrup and dunk them well. Repeat until all the gulab jamuns are fried and dunked.
7. Best served at room temperature.

INGREDIENTS

- Khoya/Mawa** 250g
- Maida** 100g
- Ghee** 4 tbsp
- Oil** to fry
- Sugar** 1.5 cups
- Water** 3 cups
- Elaichi/Cardamom** 3 pods

Prep Time 30 minutes
Cooking Time 30-45 minutes
Serves 8-10 modaks



Ganesh Chaturthi

Celebrated with pomp and vigor across Maharashtra, this festival is a fun-filled celebration of song, dance and of course food. Make these traditional Ganesh Chaturthi recipes to bring in the joy and fanfare home.

UKDICHE MODAK

A typical Maharashtrian preparation that is offered to Lord Ganesh, Ukdiche Modak refers to the process of steaming these modaks. They are served piping hot with a dollop of ghee and are unbelievably delicious.

INGREDIENTS

Fresh Coconut 2 cups
Jaggery Powder 1 cup
Ghee 5 tbsp
Elaichi Powder a pinch
Rice Flour 1 cup
Water 1 cup
Salt a pinch

METHOD

1. In a nonstick pan, cook the coconut and jaggery with 1 tbsp ghee on a slow flame until aromatic. It will reach a gooey, fudge like consistency and emit a lovely toasted, sweet aroma. Cook the mixture until all the moisture evaporates and the mixture looks dry. Take it off the heat and add the elaichi powder. Set aside to cool.
2. In a deep vessel, add one tbsp. ghee with 1 cup of water and a pinch of salt. Heat on a high flame until it reaches a rolling boil. Take it off the heat and quickly add the rice flour. Stir well and ensure a lump free mixture. Cover and let the flour cook in the residual steam for 6-8 minutes.
3. Tip the flour mixture onto a plate and cool slightly. Once it is warm (do not let it cool completely) wet your hands with very little water, and start kneading the rice dough. Be

careful as it will be hot to the touch. Slowly, knead it into a soft, lump-free, smooth dough.

4. Make 8-10 pieces of the dough. Wet your hands again and slowly flatten the dough with your fingers. This requires some skill but once you get the hang of it, you'll get there. Flatten into a thin, small roti and spoon a little coconut-jaggery mix onto the center. Do not overfill. Gently fold the ends, like a potli. You can also use the modak moulds available in the market to give it shape. Skilled Maharashtrian women, actually pleat the dough ends and give the modak its signature shape!
5. Prepare a steam cooker by greasing the tray. Gently place these modaks onto the tray and steam for 15 minutes.
6. Serve hot, with a dollop of ghee and enjoy some comforting varan bhaat.





Prep Time 2-3 hours
Cooking Time 1 hour
Serves 2-3

PURAN POLI

Flaky, thin rotis stuffed with a sweet chana dal mixture, these Khadeshi Puran polis are eaten in parts of Maharashtra with oodles of ghee or are dunked in cold milk for a meal.

INGREDIENTS

Whole wheat flour 2 cups
Refined flour 1 cup
Salt to taste
Oil/Ghee 3 tsp
Chana Dal(split Bengal gram) 1 cup
Grated Jaggery 1 cup
Cardamom powder 1 tsp
Nutmeg powder a pinch

METHOD

1. Wash and soak the chana daal for 3 hours and cook in a pressure cooker on medium heat until the daal is soft and mashes when pressed between two fingers.

2. Drain the excess water and mash the dal very well. Traditional Maharashtrian households use a contraption that grinds and sieves the mixture very finely.

3. Now add the grated jaggery to this and simmer on a nonstick pan on very low heat with a spoon of ghee. The mixture will become gooey and fudgy.

4. Cook till the mixture thickens a little and tip it out on a large plate to cool. Once cooled, the mixture should thicken more, and achieve dough like consistency.

5. Add nutmeg and cardamom powders to the cooled mixture and incorporate well.

6. In a separate bowl, take the flours add salt and water and make a soft dough. Don't add too much water in a go.

7. Add some oil and knead the dough again to get a smooth, shiny, soft dough.

8. Start rolling out medium sized rotis from this. Take medium sized dough balls and stuff the prepared puran into them. Roll them as thin as possible, ensuring that the dough doesn't tear.

9. Roast the prepared puran polis in a little ghee until golden brown.

10. Serve hot with ghee or milk.





Prep Time 8-10 hours
(soaking time 6-7 hours)
Cooking Time 1 hour
Serves 2-4

SABUDANA WADA

It is believed that the Elephant God loved food and relished various preparations. However, the food offered to Him is usually sattvik, made without using garlic and onion. Savor these comforting wadas as you immerse yourself in the festive air.

INGREDIENTS

Sabudana (Tapioca Pearls) 1 cup
Potatoes, peeled and boiled 3-4 nos
Roasted, Skinned Peanuts ½ cup
Green Chillies, finely chopped 2 nos
Ginger, finely chopped 2 nos
Sugar 1 tsp
Rock Salt to taste
Cumin Seeds 2 tsp
Lemon Juice 1 tsp
Coriander Leaves a handful
Oil for deep frying
Ghee 2 tbsp

METHOD

1. Soak the sabudana overnight and drain the water completely.
2. Add soaked sabudana along with boiled, peeled and mashed potatoes in a large bowl.
3. Coarsely powder the roasted peanuts and add them to the bowl.
4. Add the whole cumin seeds, finely chopped chillies and ginger, rock salt and sugar to this mix and give it a stir. Combine everything nicely.
5. The mixture will come together like a loose dough.
6. Break off medium sized roundels and shape them into patties or wadas.
7. Heat oil along with 2 tbsp ghee in a kadhai on medium flame and gently drop the prepared wadas into the hot oil.
8. Gently fry until golden brown and crisp from the outside. Remove with a slotted spoon and drain the excess oil on a paper towel.
9. Serve hot.

Prep Time 20 minutes
Cooking Time 30 minutes
Serves 3-4





Teej

Teej celebrates womanhood amidst much fanfare and pomp. Henna, bangles, bindis and swings dominate this festival and foods are prepared to be eaten at moonrise, to break the day's fast.

MALPUA

Almost every Indian region has its own recipe for Malpuas. These succulent, indulgent sweets are a part of many festivals but they find a special place on Teej.

INGREDIENTS

Sugar ½ cup
Water ½ cup
Cardamom a pinch
Refined Flour 1.5 cups
Milk 1.5 cups
Fennel powder a pinch
Saffron strands a pinch
Milk powder 3 tbsp
Ghee for frying

METHOD

1. Whisk the milk and the milk powder in a large bowl until there are no lumps.
2. Slowly add the flour, fennel seed powder and cardamom powder to make a batter. The batter should be of runny consistency, but not very thin or watery.
3. Beat the batter with a fork or whip to aerate the mixture well.
4. Set the mixture aside for 5-6 hours.
5. In a pan, heat the sugar and water with the saffron strands to make thick sugar syrup. To prevent crystallization of the sugar, squeeze half a lemon into this syrup.
6. When you are ready to fry the malpuas, heat some ghee on a frying pan and ladle spoonfuls of the batter on to it. Fry on medium heat until golden brown and flip them on the other side.
7. Immediately dunk these hot malpuas into the prepared sugar syrup. Repeat with the rest of the batter. You can let the malpuas soak in the syrup for 10-15 minutes before taking them out.
8. Garnish with chopped nuts and serve hot.

Prep Time 30 minutes
Cooking Time 30 minutes
Serves 3-4





MATHRIS

Women in Northern India and Rajasthan feast on these flaky, layered biscuits to break their fast. These are mildly spiced and crumbly at the first bite.

INGREDIENTS

Refined flour 1 cup
Sooji (semolina) 1 cup
Ghee ½ cup
Ajwain or Jeera 2 tbsp
Salt 1 tsp
Oil to deep fry

METHOD

1. Combine the refined flour, sooji, ajwain or jeera with the salt in a bowl. Add the ghee to this and mix well. The mixture should resemble breadcrumbs.
2. Gradually add cold water and knead a stiff dough.
3. Cover and rest for 25-30 minutes in a cool dry place.
4. Heat oil in a kadhai on medium flame.
5. Roll out the into a thick sheet and cut small puris or roundels from it. You can also cut the mathris using a cookie cutter and get desired shapes.
6. Prick the prepared mathris before frying, so that they don't puff up like puris.
7. Drop them into the hot oil gently without overcrowding your kadhai.
8. Remove with a slotted spoon and drain on a paper towel.
9. Serve hot or at room temperature. These can be stored in an airtight box for 15-20 days.

Janamasthami

The birth of Lord Krishna is a matter of great joy and celebrations for people across India. Almost every region has its own unique rituals for Janamasthami celebrations.

MALAI PEDA

Lord Krishna loved all things dairy and this recipe is just what you need to get into the festive mood. It is a quick and easy shortcut to the original recipe it and tastes divine!

INGREDIENTS

Condensed Milk 1 can
Milk Powder 2.5 cups
Cardamom powder a pinch
Saffron strands soaked in 3 tbsp milk
Ghee 3-4 tbsp
Slivered nuts to garnish



Prep Time 10 minutes
Cooking Time 10 minutes
Serves 4-6



METHOD

1. In a nonstick pan, heat 2 tbsp ghee until melted. Add the condensed milk and heat on a low flame until it simmers a little.
2. Add the milk powder, by the spoonfuls and carefully incorporate the mixture into the pan. Keep mixing until it becomes thick and lump free.
3. Add the milk and saffron to this mix and mix again. Continue cooking until the milk evaporates and leaves behind a sticky mixture.
4. Add the cardamom powder and give it a good mix.
5. Tip the paste onto a clean, greased surface – either a plate or a clean platform.
6. Grease your palms with ghee and start kneading this mixture gently. Spread it evenly onto the surface and scrape it. This method is somewhat like tempering the paste to cool it and achieve a dough like firm consistency.
7. Continue the process until the mixture finally holds shape and becomes smooth and shiny.
8. Roll it into pedas or laddoos and garnish with nuts. You can also roll them in desiccated coconut shavings to get malai coconut pedas/laddoos.

Prep Time 10 minutes
Cooking Time 30 minutes
Serves 4





RICE PAYASAM

Lord Krishna's birth is celebrated in the Southern parts of India with a bowl of chilled, rich payasam to mark auspiciousness and new beginnings.

INGREDIENTS

Full Fat Cow's Milk 4 cups
Basmati Rice ½ cup
Cardamom Powder a pinch
Jaggery 1 cup
Water 1.2 cup
Ghee 2 tbsp
Nuts and raisins to garnish

METHOD

1. Wash and soak the rice for 30 minutes.
2. In a thick bottomed pan, heat the milk on medium flame, stirring continuously to prevent sticking.
3. In a separate pan, mix water and jaggery and simmer for a few minutes until sticky and thick. Set aside to cool
4. Add the soaked rice to the boiling milk and keep stirring it gently. Let the milk reduce to half. The rice should be well cooked. If not, add some more milk and let the rice cook in it for longer.
5. Once you get the desired consistency, take the rice-milk mixture off the heat and add the cardamom powder. Mix well.
6. Strain the jaggery water into this mixture. Ensure that it has completely cooled. Give it a good stir until well combined.
7. Fry the nuts and raisins in a few spoons of ghee. Add this to the payasam.
8. Serve hot or cold.





Prep Time 10 minutes
Cooking Time 35 minutes
Serves 5-6

Onam

The Onam Sadya is a feast to envy, with a burst of flavors, served on a banana leaf plate. It is the best example of how every celebration in India is strongly wound to the food.

AVIYAL

Aviyal is a gorgeous vegetarian delicacy enjoyed on Onam. Make this nutritious, delicious preparation to celebrate Onam at home.

METHOD

1. Cut, peel and chop all the vegetables into equal sized, thick batons.
2. In a pot, boil some water and drop all the vegetables, cooking them until soft.
3. Add the curry leaves, turmeric powder, salt and 3 finely chopped green chillies. Continue to cook on medium flame.
4. Make a paste with the remaining green chillies, grated coconut and water. Add the paste to the pot and cook for 15-20 minutes.
5. In a small bowl, mix the curd with oil, cumin seeds and crushed mustard seeds. Add to the pot and cook until the gravy is thick. Serve hot with rice or parrottas.

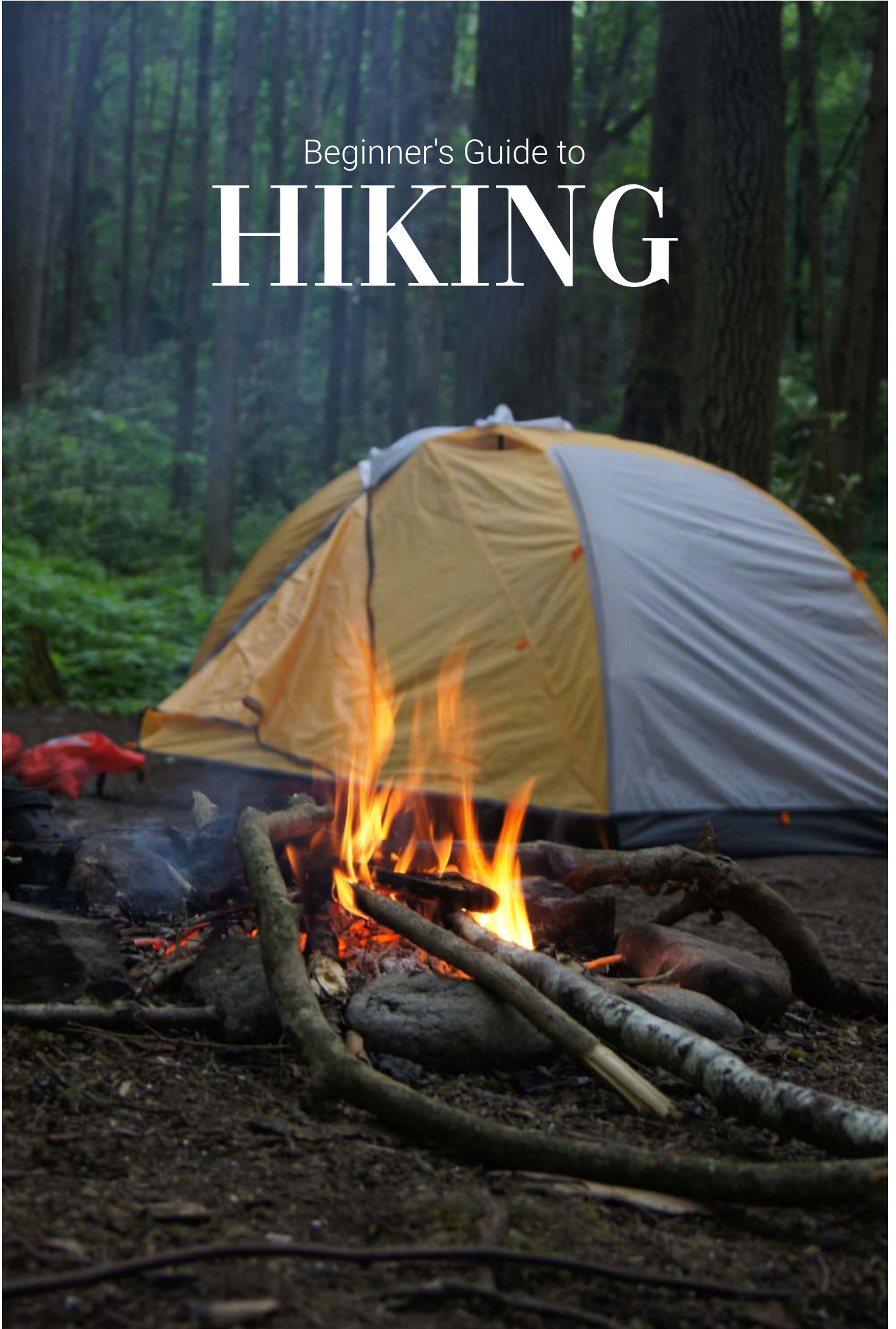
INGREDIENTS

Drumsticks 1 cup
Yam 1 cup
French Beans 1 cup
Carrots 1 cup
Coccinia (tindora/tinda) 1 cup
Ash Gourd 1 cup
Pumpkin 1 cup
Raw Banana 1 cup
Salt to taste
Turmeric Powder 1 tsp
Curd ½ cup
Coconut Oil 1 tbsp
Curry Leaves 1 sprig
Cumin Seeds 1 tsp
Mustard Seeds 1 tsp
Freshly Grated Coconut ½ cup
Green Chillies 7-8 nos





Beginner's Guide to
HIKING





With luxurious stays a distant reality, for now, we take to a new travel hobby – hiking. If you haven't gone camping yet, maybe now's the time. The weather's perfect and the situation demands that we stay safe and maintain social distancing. What better way to distance yourself socially, than taking off on an intimate camping trip with a few friends or family! **Mr. Rajendra Sinh Jadeja** gives us a ready reckoner to camping and talks of the joys of eating in the wild!

Mr. Jadeja is no stranger to camping – in a career spanning over 40 years, he has stayed, savored and relished the wild – be it climbing mountain tops in hazardous conditions or living in the forest surrounded by innumerable wild animals. He tells us about the basics of camping and how joyous it is to enjoy a plate of hot instant noodles on a cold night!



TRIP PLANNING

Arranging a hike is more than just deciding where to go and when to go. It requires detailed planning, starting from

The group size

How many of you are going on this trip and why? What is each person's agenda – it could range from wanting to cultivate a new hobby to simply wanting to spend some quiet time with loved ones. Take each member's reason to hike into consideration. Based on this you can decide if you want to go on a physically challenging hike or an educational nature trail.

Physical Fitness & Experience Level

Consider the fitness levels of each member before deciding on a place to hike. If there are members who are not-so-fit, pick an easier place. Opt for flatter surfaces instead of steep hills to go to. Take into consideration pollen allergies and such, to ensure the trip is a happy and safe one.

Thorough Research

Research about the place, the roads, the time you will take to travel to it, etc. Also, keep a tab on the nearby hospitals and clinics for emergencies. If you are planning to travel to national parks or sanctuaries, ensure that you have the required permits and are following rules and regulations. Look up in advance if these places have restrictions – some sanctuaries and national parks close at sunset.



FOOD PLANNING

In the current situation, most people would prefer to carry their food instead of eating at roadside dhabas. If you must eat from outside – opt for freshly prepared, hot food items like idlis instead of cold and stale ones like samosas. Products like idlis ferment fast and you can make out from the taste that they aren't freshly prepared. Steer clear of pastries and cold sandwiches. If you're stopping for a snack, opt for freshly prepared tea/coffee with a packet of biscuits. This is standard and safe to eat too.

If all the above fails, look around you and see what everyone else is having. There is a fair chance that the best sellers will be fresh to eat – like if you are traveling towards the Gir forests, you will find more and more people eating freshly prepared, hot ganthiyas. Go for the local bestsellers.





COOKING IN THE WILD

Cooking your hot food and eating it in the wild is a completely different experience. It is slightly inconvenient at first, to have to carry everything and set it up, but once you get used to it, you will not have it any other way. We have also carried over 100 packets of Maggi noodles for a group of 50 students, plus staff and volunteers, and cooked that Maggi while camping inside a cave in Mount Abu. The water used to cook it was taken from a nearby waterbody, it was boiled, purified using traditional methods, by skimming the dirt off the top and then filtered and used to cook the noodles. It is a whole, different experience!

To be able to cook your food in the wild, here's what you'll need

1. A small gas stove with in-built cylinder
2. Utensils – a saucepan, plates, mugs –

carry minimal vessels

3. Dry foods – Bournvita, Tea, Coffee, Biscuits, Chocolates, peanuts, and khajoor

4. Spices – Carry basic spices like salt, sugar, and pepper, don't insist on making the food taste restaurant like. Savor the simplicity of minimal cooking and bare minimum ingredients.

5. Vegetables – Buy vegetables from the nearest village or market so it remains fresh. Just get basics like potatoes and garlic, onions, lemons, and ginger. You can easily survive on potatoes for 2 days.

6. Bread, cheese, fruit, etc. can also be carried for quick snacks.

7. It is important to stay hydrated so ensure that your food bag has Tang, ORS, and Glucose powder. Avoid carrying sodas and aerated drinks. Opt to make fresh lime juice and have that instead.

BRANDS HE TRUSTS

Whenever I go for short hikes or trips, I take into consideration the group I am traveling with and carry foods accordingly. But some classic favorites that all age groups love are

Amul Lassi the rose flavored ones

Amul Flavored Milk Elaichi, Chocolate and more recently cans of Haldi doodh

Samrat Chikki or any **chikki** that comes in smaller packets

Maggi Noodles Ready to Drink Soups from **Knorr**

Parle G biscuits

Amul Cheese Spread

Parle Orange Candies

Kissan Squashes

Éclair candies

Some Important Do's and Don'ts

Do add a First Aid Kit for ailments like headache, stomach ache, vomiting, diarrhea, pain killers, Dettol, savlon, cotton, Nebaself Powder, scissors, etc.

Don't dirty the surroundings with your garbage and leave tea bags and empty packets lying around. Carry a garbage bag and pick up after yourself.



FOOD STORAGE TIPS FOR MONSOON

Come monsoon and a major challenge which householders face is with regards to stalling insect-infestation in the food products in their pantry and store room ... as the damp and humid season provides these insects with the perfect breeding ground.

Monsoons ... a time when everything wears a fresh look! And also a time when your annual supply of grains and spices if stored carelessly get infected with a hoard of creepy crawlies!

So Foodism shares a few handy tips to prevent these destructive insects from making a home in your pantry and ruining your food products

By Huta Raval

Protect lentils from insects or worms during the rainy season by smearing them with **mustard oil** prior storage



Sprinkle some castor oil on food grains to keep them fresh. Word of caution – pour only that much **castor oil** which gives the grains a sheen



In case nuts soften due to the moisture, warm them in a **microwave** for a few minutes and voila they will be crisp again!

Place **neem leaves** inside sugar / grain containers



Refrigerate dry items like semolina (post dry-roasting it), gram flour (after thoroughly sieving it) and all-purpose flour in **air-tight containers**





K eep bay leaves in flour/grain containers

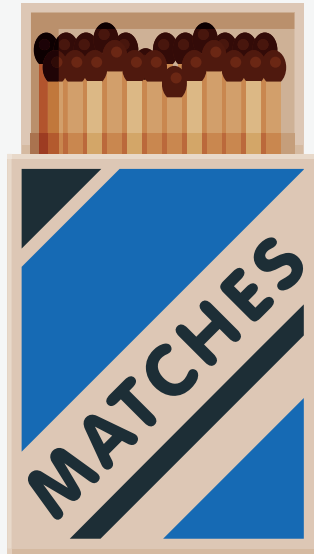


S prinkle some cloves around your cupboard shelves and pantry area

K eep small bags of black pepper in your pantry



O pen and place a matchbox open near grains and rest assured that weevils will not be seen thereabouts as they are repelled by the sulphur



P lace ginger, garlic or a whole turmeric inside rice containers to keep bugs away



K eep spices in vacuum-sealed printed jars in cool dark places; away from water, light and heat to save them from both moisture and insects



Taking care of cooked food

- * Stir cooked food kept in the open, after every two hours so that no bacteria settles on it
- * Wrap unconsumed chapattis in newspapers or silver foil to ensure that they don't get mossed
- * Always cover food while storing so that it does not get spoiled
- * Store fried papads in zip-lock packets so that they remain crisp for a longer time

Just a few preventive measures will go a long way in protecting your yearly supply of grains, lentils and spices from the monsoon insects and also your cooked food from getting contaminated.

PHOTOGRAPHY

for Home Chefs

*With festivities approaching, it is important to market your products the right way to a potential audience. And what better way than social media to let people know how amazing your products are! Whether it is pizza you're selling or pickles, chutneys, or chocolates, there is always a brilliant way to showcase your product. Ace product photographer **Aditi Anjaria** shares some tips and tricks to get your photographs right, even when shooting with your phone, in natural lighting.*



Photographs do not simply showcase the product you are selling anymore. They also communicate your brand ethics, your philosophies, and much more. Here we'll talk about how to best make your products come alive on your social media pages, websites, and product catalogs – using natural lighting and phone photography.



We must start by assuming that we all own a phone with a fairly good camera. If you don't, take help from your friends and family and get someone to lend you theirs. Get your hands on a phone with the best camera features and get shooting!



FLASH SETTINGS

Flash settings must always be disabled! If you feel your pictures lack light, you can reflect some light onto your product using a piece of thermocol sheet, a mirror, or white cardboard.

THE RIGHT KIND OF LIGHT

Whenever you shoot food on your smart phone, make sure you have a good, bright light source. That is the key to a good eye-pleasing image! This can be artificial or natural light, the most important thing is that it's bright enough! Keep the following do's and don'ts in mind:

1. Get sufficient light to fall on your product. If you don't have an artificial light source, use natural light coming from the windows.
2. Little or poor light will result in a grainy image – especially on the phone because you have no manual control over it.
3. Creating an image with tube lights or room bulbs is a no-no! Either use proper artificial lighting or stick to natural sunlight. Once you begin to experiment with the various hues of natural sunlight, the process will become more fun!

Take pictures at different times of the day to capture the different nuances of natural lighting.

4. If you think that the light is too bright and harsh, diffuse it with large sheets of butter paper or a muslin cloth. Dupattas also work as a great diffuser.



STYLING & USING PROPS

A good photograph requires planning. You need to think about the details like composition, lighting, styling, etc., even if you're using a phone. Keep an eye out for details around the actual product, in the photograph.

- Making an image is like telling a story. You must have the components ready in your mind. Composition means the arrangement of food & your props in your image. A good composition is the one where your audience immediately connects with the exact idea that you want to communicate with your food, be it an elaborate set or a single plate with a tiny piece of food on it. One useful tool to keep in mind is the rule of thirds. The rule of thirds is a nine-part grid that you need to imagine over your subject \ image. Your main subject should be either along the lines or at the intersections of your grid. Our eyes are naturally drawn to these points, so it's always helpful keeping in mind while shooting your food. You use this method to highlight your dish and draw attention to the main subject, your food.

- Avoid shooting your image too closely. Try to shoot far enough away from the ideal sizing you are looking for, this way you'll have enough wiggle room when you are editing and you can play with different compositions while you edit the image. Ask yourself where your eye goes first? And adjust if anything is distracting. Instead of zooming, change your position or remove or add items in the frame to get the image as you desire.

- These days, flat lays are a fad! I would recommend you to explore various angles at which you shoot. Every dish has a different appeal from a different angle. Gauging the right kind of angle will take a little time and practice but it is very important for an appealing image. Using the right kind of light with the right kind of angle is important.

- Props can set the storyline for your photo and give it more depth. However, always be vigilant and make sure you don't overdo it. You want your photos to be full of detail, but you don't want the props to take over the shot or upstage your main subject, in our case, the food.

- Be careful with the ingredients that you use to style your food. A lot of times people use ingredients that are not relevant to the food you want to shoot. for instance, if you are shooting Chinese cuisine do not use coriander just because it looks green and fresh! Try and stick to the ingredients that are used in the preparation of the dish that you are shooting. Also, make sure you use these if they are fresh!

- Always decide the mood of your image in the initial stage of planning the shoot. This will save a lot of time and help you create a polished image. If the food is busy, make sure your props aren't, and if your setting/food isn't so busy then add some flamboyance & character using your plates, bowls, etc



CHOOSING COLORS

Colors play an important role when shooting food. For those of you who are shooting hampers and decorated packages to send out for festivals, you must keep the following in mind.

- Play around with the color wheel and try to group three food colors that sit beside each other. Avoid combining warm colors like red, orange, and yellow with cool colors like green, blue, and violet.

- If you want to try your hand at monochromatic photography for your product, go with a single color, and play with the different shades. So if your hamper is primarily blue, involve various nuances of blue like indigo or turquoise into the palette. Such images work wonders for brands conveying minimalistic charm through their food.

- To give your product a festive and peppy vibrancy, go for complementary colors. Complimentary colors refer to two opposite ends of the color wheel. This lets you add quirk, playfulness, and energy to your pictures. Works well for products like fusion or traditional sweets.



EDITING TIPS, APPS, AND MORE

When it comes to editing photos nothing is right or wrong, and we all have different tastes – thank goodness for that. However, there are some basic pointers that one should always keep in mind while editing your images. Since we are talking of images that are shot with a smartphone here, these tips can come handy for sure!

- The thing that most people do is they add a filter or even more than one filter and leave it at that. In some cases, it works out perfectly and can save a photo, but in some instances, it looks a bit overdone. Especially with food, avoiding filters is best!

- Start your editing process using basic adjustments like brightness, contrast, exposure, highlights, sharpening, and so on. However, a lot of times it has been observed that people tend to overdo it. Just keep it good enough to enhance the colors of your image and try not to make it look artificial and overdone.

- Adobe Lightroom (mobile app) and Snapseed are two apps that are really user friendly and can help you refine your image.

I hope this helps you communicate with your audience through photographs as much as you convey to them through your sumptuous food! Happy Clicking!



I love working according to my own timings

Urvi Patel

Urvi Patel, making dips was passion turned to art turned into a business! She creates innovative made with fresh seasonal ingredients. This is a refreshingly niche market to 'dip into' and we speak to her about her business at length.

Fancy a strawberry salsa with your corn chips or a creamy Middle Eastern labneh with your pita? Head to the Dip House's vibrant Instagram page to place your orders till stocks last! That is what Urvi's business model is – fast, fresh and off-the-shelves in no time! "What drives me to do my work better is the need to provide people with fresh and preservative free food. We are a small batch production and I am involved in every single aspect of the dip-making process. I have help, as far as the cutting and chopping goes, but then the final dips are my creation. All the dips are made by hand and I ensure that everything runs in a safe and hygienic zone." Urvi's small batch production runs overtime sometimes owing to the yumminess she pours into her food.

"I am very fond of travelling", she says, "and the best part of these travels are the food. I love trying out new dishes and experimenting with new cuisines wherever I go and then I translate that inspiration into the dips I make. I used to render all my travel learnings into crafting unique, globally inspired dips for my friends, each time I returned from a trip. And slowly, one thing led to another, I found myself boxing and selling these for a living! It has been a great journey and I'd have it no other way."

As far as challenges are concerned, one of the biggest challenges that her product faces is stocking and storage. Since these come with no preservatives, Urvi's dips have a very low shelf life and need to be refrigerated at all times. This makes it difficult for her to cater to outstation clients, who love her food.



“But on the brighter side, I'd have it no other way because after I started The Dip House, I realized I could tailor my life to suit my needs. There was no 9-5 anymore! I love working according to my own timings.”

Urvi has picked a very niche market where her major competitors are the larger brands who sell bottled dips and salsas. "It is difficult to battle these big brands because they are available instantly and in bulk and at a far more cheaper rate than mine. But then they also add a whole lot of preservatives, which make the product unhealthy. We focus on the freshness and the goodness that we serve with each dip."

CHEF

STYLE DECODED





Image: Google/newnews.airbnb

THE QUEEN WEARS A CHEF'S COAT

For culinary aspirants and home bakers across India, Pooja Dhingra is an idol. In 2015, BBC touted her as India's macaron queen and the title has stayed. What has evolved though is her indubitable style and her foray into business, head on!

POOJA DHINGRA

Creamy cheesecakes and chocolate dripping desserts are the crowns this queen wears. Pooja Dhingra, pastry chef and owner of Le 15 Patisserie, leaves nothing to chance and truly believes in perfection, much like her business plan that she penned down at the age of 22. She is known to have been so particular about it all, that even before the business started she knew what colors she wanted in her logo and how she wanted the walls of her café to look like!

Pooja travels extensively and loves mingling foreign cooking styles with hers but when it comes to fashion she likes to keep it comfortable and minimal. One thumb rule she follows is to cleanse her wardrobe every six months, and donate clothes she hasn't touched in that duration to charity. While at work, Pooja will always be spotted wearing jeans and a shirt or her chef coat. Her usual colour preferences are black, grey and dark blue. Layering is a fashion guide she sticks to by using jackets, blazers and shrugs to perfection. Pooja truly believes in staples but also doesn't mind trying different styles and experimenting with different types of dresses for her outings.

With friends like fashion designer Masaba Gupta and styling queen Rhea Kapoor, Pooja gives herself the chance to step outside her comfort zone when it comes to clothing and try on a new shade of lipstick or ace a quirky print once in a while. Such was her keen fashion sense that she was even called upon by a very popular brand, to do a campaign on the lines on 'Shop From Pooja's Wardrobe'.

We love how she carries her clothes, we love how she accessorizes! All in all, we love her.

by Khushi Kothari

Will this month be sweet, savory or sour – let's find out!

ZODIAC FUN FOOD FORECAST

ARIES



You are capable of doing a lot more than you think – if you just put your heart and mind into it. Dive headfirst into what you are aiming for and success will knock your door soon. Focus of foods to fuel your body this month – go for wholesome, energy giving foods like grains, stews, vegetable curries and rice. Food is your fuel, your sustenance, in this race to success.

GEMINI



You are finding it hard to express emotions, whether you're good with words or not, this month is going to be harsh as far as channeling emotions is concerned. Don't be deterred though, what your words cannot communicate – your food will! Send your emotions through food this month.

LEO



An old illness threatens to reappear – yes it is troubling – but not all is lost. Focus on eating well and make food thy medicine. Stay away from stress and all those spicy foods that will make that dreadful illness come back. Make khichdi and chhas your best friends for this month.

TAURUS



This month will see you being supported in every way – your family, friends, children, spouse – you will feel the strength in your backbone. Use this time to finally relax a little, maybe kick back and have that margarita you've been eyeing or get creative in the kitchen and make that complex curry you've wanted to try. Even if it's bad – you will only receive unending love and support this month.

CANCER



Channel all that extra energy you're feeling into something new – create a feast from a cuisine you barely know anything about or grow your own herb garden. It is important that the excess energy be shed off through productive food activities or else it will consume you endlessly.

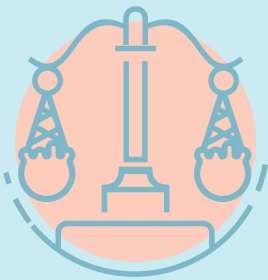
VIRGO



In lieu of all the festive fare you're about to gobble down, maybe take it a little easy this month. Exercise and eat healthy foods – soups and salads are your best bet. Prepare your body for the tsunami of sweet foods that is about to come, by controlling a little in between the festivities.

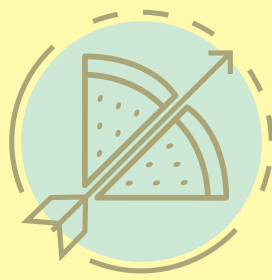
Will this month be sweet, savory or sour – let's find out!

LIBRA



Experiencing food deja vu? Yes that is a thing and no, it is not happening to you because you've watch re-runs of Dark (what an amazing ending though!). If you feel you've eaten this same curry, right here before, it is probably true. You dream of food more than you like to think and maybe this is one of those times.

SAGITTARIUS



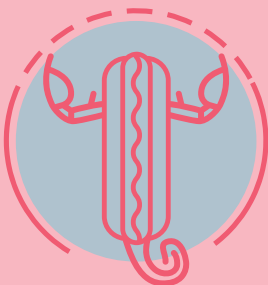
Stress gets the better of you this month and nothing you do can take the pressure off. The best way to help yourself is to eat healthy – skip the meats, spices and dairy and focus on a fresh vegetarian diet with lots of fruits, juices, soups and grilled veggies to keep you going. While we cannot do much to help with the mental stress, we can surely warn about the esophageal distress you're about to undergo.

AQUARIUS



A fresh loaf of bread smeared with lots of butter, honey and crumbled feta will make you feel better. You have been thinking too much about how others see you and have been taking steps based on it. It is time to feel good about yourself now, invest time into helping yourself, without taking judgmental eyes of other people into consideration.

SCORPIO



Communicate with food – it is the perfect time. While we hate to admit it, there have been more lost lives than we'd like to think and more ruined than we know of! If you know someone who's grieving or someone who has lost a job or a loved one – take them some food. It will help you and them both. Focus on doing good unto others this month.

CAPRICORN



You may want to get together with friends for the festivities but we strictly advise against it! Instead celebrate all the festivals at home by cooking up a storm in the kitchen and putting all that new-found love for cooking to good use. We hear boondi ladoos are trending right now? Why not try your hand at them!

PISCES



The stars indicate that you feel neglected – did a loved one skip noticing your new haircut or did a well-deserved success go unnoticed? Don't fret over these matters. Simply go to the people you care about with a box of cake and include them in your celebrations – after all, who cares about who got the cake as long as they're celebrating you AND there is cake!

**This is a fun writeup that our edit team has put together and must not be considered as authentic forecast. The content of this article is not targeted towards any profession or individual and is meant to be taken with a humorous pinch of salt.*





"SISTERS AND BROTHERS ARE THE TRUEST, PUREST FORMS OF LOVE, FAMILY AND FRIENDSHIP, KNOWING WHEN TO HOLD YOU AND WHEN TO CHALLENGE YOU, BUT ALWAYS BEING A PART OF YOU."

raksha bandhan

It is the world around you that protects you. The goodness is with you. Let go of this insecurity this Rakhi because you are safe and secure in this festival of connectivity.



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