

# foodism

MARCH 2021 | ISSUE 10



## From Survival to Revival

Covid19 and the Indian  
F&B Industry

Ways  
to Eat  
Water!

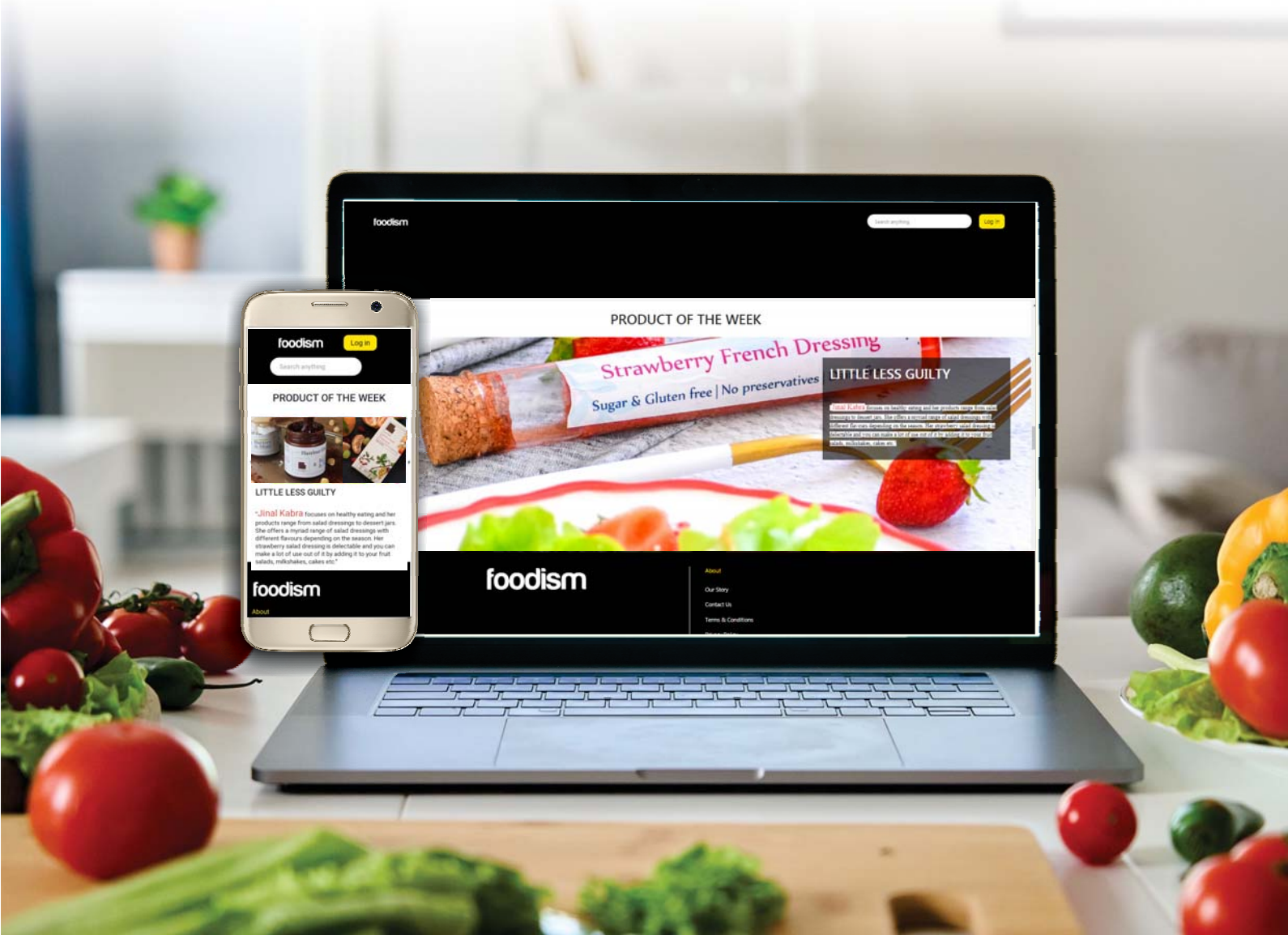
Celebrating  
*Womanhood*  
in the Kingdom  
of Food





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# CONTENTS



## Cover Story

- 07 From Survival to Revival: Covid19 and the Indian F&B Industry

## Insiders

- 15 Celebrating Womanhood in the Kingdom of Food  
55 Ways to Eat Water!

## Foodpreneur

- 21 Altogether Experimental  
23 Being Chef

## Regulars

- 05 Founder's Desk  
19 Foodism Recommends  
*Top Kitchen Tools You Need*  
27 Snack Review  
*Epigamia Probiotic Yogurt Strawberry*  
60 Gobble Up  
61 Plate it Right  
69 Fun Food Forecast

## Foodism Talks

- 65 Tina Ahuja  
67 Harpal Singh Sokhi

## Recipes

- 25 Boozy Salted Coffee Caramel  
26 The Berry  
31 Beetroot Pesto Pasta  
32 Paniyaram  
35 Potato Corn Empanadas with Jalapeño Parsley Dip  
37 Mango Lassi Panna Cotta  
40 Hibiscus Iced Tea  
41 Heart-shaped Savoury Beetroot French Toast  
44 French Butter Cookies  
45 Pâte Crêpes sucrées  
48 Blue Butterfly Pea Tartlets  
49 All Green Vegan Noodle Bowl with Veg Dumplings  
53 Strawberry Fusion  
54 Mediterranean Garden



## Foodism Stars

- 29 Rachita Dadwal  
*Cooking the Desi Way*  
33 Pooja Jhunjunwala  
*Pixie Dust on the Plate*  
38 Paru Baruah  
*Of Tomatoes & Chutneys*  
42 Dhruvita Patel  
*The Delightful Saga of Ma's Gateries*  
46 Jahanabi Basumatary  
*Scintillating the Senses with Food*  
51 Jinal Kabra  
*Guilt-free Indulgence*



# foodism

“if it’s food, it’s foodism”

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## On the Cover

- 07** From Survival to Revival - Covid19 and the Indian F&B Industry
- 15** Celebrating Womanhood in the Kingdom of Food
- 55** Way to Eat Water!

# FROM THE FOUNDER'S Desk

Dear Food-fanatics,

Greetings on surviving the shortest month of the year!

By opening the gates to some exciting new verticals, Foodism has had quite an eventful start to 2021. With home chefs flooding our website for contest registrations and recipe submissions, we've had our hands full. We are coming up with a brand new segment on our website wherein we will feature products of entrepreneurs, home chefs, cloud kitchen owners and other such aspiring people in the food industry who want to let the world know about their venture!

There's so much to explore and discover when it comes to food and 2021 has already started on a positive note bringing in a revolution in the overall agri-food industry. We've started giving importance to health, hygiene and sustainability and Plant-based food and alternative protein diets are creating their niche in the food industry.

The month of Feb was quite an eventful one for team Foodism. Our social media saw a lot of traction due to the contests conducted in the month of February - **Eat, Click, Share - The Love Edition** and **Chocolate Bliss with Foodism**. We received a lot of delicious recipes that rocked the month of love.

Our collaborations with brands like Masala Tokri and Auric made a lot of noise and we have some really exciting brand collabs in the pipeline. We've crossed 25k+ weekly active users on our website and a brand new feature will surely make your heads turn. In the days to come, you'll be able to upload all kinds of videos related to food and health like recipes, mukbang, food and travel, fitness tips, yoga, exercise etc. Register on our website to know more about all the exciting verticals and be a part of the Foodism family.

This month's issue typically focuses on the food industry's revival. It is also a celebration of a century-old evolution that happened relatively slowly but surely- a perpetual succession of some mighty femme fatales of the food industry - entrepreneurs, chefs and industry stalwarts.

In conclusion, I sincerely hope that in the months to come, the rebirth and revival of the food industry eventually help us get back to our old lives.

Vyom Shah

Vyom Shah  
FOUNDER, FOODISM





# From Survival to Revival

## Covid19 and the Indian F&B Industry



The Coronavirus has altered our lives like nothing ever before. The pandemic has rendered people sick, scared, and helpless. The situation has been grave across the world. Many lives have been lost and over the last year so much has changed in the way we live and see things. In India, during the initial months of the Coronavirus's spread, the central government was forced to impose a very stern lockdown in order to curb the further spread of the virus, and even when restrictions relaxed, the fear still gripped people as hospitals were overflowing with the sick. Even till now, many states across the country are reporting high numbers of Covid19 cases, which is why restrictions such as night curfew have to be imposed in different states of the country, albeit variably.



## The Pandemic Woes Revisiting 2020

**When humans across the globe are suffering, it is bound to be a tough year for most businesses.**

How can the Food and Beverages industry remain untouched and unaffected in an environment of anxiety where people are living an essentials-only lifestyle? Things have begun to open up but for most of 2020, it's been rather tough. Restaurants, cloud kitchens, cafes, and large and small bakeries have found it hard to deal with customers who were scared of moving out, meeting friends and family, and eating outside. The fact that for the longest time, even the best epidemiologists in the world didn't know how and when one was contracting and spreading the virus added to people's fears when it came to eating out of their homes. For the most part of the last year, people thought they would contract the virus by merely touching anything outside their homes.

Even a quick recollection of the events of the last year can send chills down anyone's spine. Like all other industries, the F&B industry was also expected to be adversely affected but was it not equipped to deal with the situation efficiently? Of course, the task force could deal with the situation but it was the abruptness with which the Coronavirus spread that caught all F&B professionals off guard. In India, the food and beverages industry encountered a hatful of challenges during the Covid-19 pandemic as the global lockdowns impacted the movement of goods and services. It interrupted and pulled apart supply chains and led to strict procedures such as the imposition of trade barricades and export restrictions—affecting international trade and negatively obstructing the markets. And with the ever-rising prices of capital, the capital-intensive food and beverage operations encountered a massive blow in 2020.

For months, major food delivery hulks such as Swiggy and Zomato were working at their minimum capacities and were thus forced to cut costs and fire their valuable staff in large

numbers. Almost all through the year, **F&B companies faced pointedly reduced consumption as well as interrupted supply chains.** Sadly, the industry braced itself for almost zero income in the immediate future when Covid19 ruined everything.

With Covid19 relaxations as well, there was allotted a very small window to restaurants and cafes to welcome dining-in customers. The pressure to maintain social-distancing and dealing with the augmentation in costs for the decontamination process and procurement of material have all been tough tasks during this entire year. Restaurant owners had to gauge the general public sentiment by moving to immunity-boosting food items and drinks on the menu and making sure people didn't feel their hygiene was being compromised in any way. The F&B industry relies on swift, day-to-day cash flow to maintain processes and expenses encompassing ingredients, wages, rentals, and various other big and small miscellaneous bills. And this flow of everyday cash has been vastly hit due to COVID19.

**Can we ever rule out the fact that people's spending on foods and beverages is usually dominated by their over-all sentiments in the economy?**

When the general world environment is kind of low, people will evade going to public places such as bars and restaurants. Even now when the situation is approaching comparative normality, businesses related to food and beverages can be relatively slow in picking pace when compared to other industries. **But we can see they are picking up and how!** Champions from the F&B space worked under immense pressure, following strict standard operating procedures, and worked hard at implementing those procedures without feeling discouraged. Despite major losses, these people have tried to keep their motivation and zeal high and **Foodism takes boundless pride in their great feats!**

By Ambika Singh

# Adapting—the Only Sure Path to Revival

## Don't believe us? Hear it Straight from the Horse's Mouth!

Changes in consumer behaviour can be studied and researched at length but what must be appreciated here is how right from small players to large F&B businesses, everyone in the industry has adapted to these massive structural changes in how they operate. And it's been a year since Foodism started its journey, celebrating the achievements of people in the F&B industry and endorsing food businesses and enthusiasts from all walks of life—be it take-away restaurateurs, start-ups, or seasoned hoteliers. We spoke with some seasoned professionals from the F&B space to take us through their journeys of rebirth and revival through 2020, and to offer their perceptive commentaries on the entire situation.



**Anil Mulchandani,**  
Food Critic and Writer

**B**ased in Ahmedabad, Gujarat, Anil Mulchandani is a well-known writer and food critic. He has been actively involved in the F&B space for many years now and has been writing for some major newspapers such as The Times of India, New Indian Express, and Sunday Standard. Mulchandani agrees that the pandemic has posed some major challenges for the F&B industry. The lockdowns and boundaries pertaining to timings etc have been rather too pressurizing for the foodservice and hospitality industry, he commented while discussing the problematic year that went by and the prospects for F&B in 2021. He threw light on one aspect of the drop in sales which often goes ignored when F&B business is being discoursed, that is, the new work-from-home drift that has resulted in a trickle in the sale of power lunches,

packed lunch delivery to offices, and corporate meet-ups—all of the things that were uber common in the corporate workspaces across all major cities of the country before the pandemic hit.

Since bulky gatherings or scheduled high-teas are nowhere to be seen ever since the pandemic, there is also a major drop in bookings for large banquets and private dining-rooms, Mulchandani points out. Talking about how the F&B owners and professionals are dealing with the altered world, he commented that a lot of them have moved their businesses to smaller premises where they don't have to be under the constant pressure of heavy rents and overheads and can manage to cut costs to some extent. Some eateries that used to be full-fledged dining-in places have evolved to be home-based. There is certainly an increasing trend of takeaways and home-deliveries, which given the current world scenario are here to stay. To exemplify, Mulchandani named House of MG, Turquoise Villa, and Fern that have gained profitability via the new home chef boom—by organising food festivals that are entirely about homecooked food. With his great admiration for how the F&B professionals and businesses are evolving, **Mulchandani is quite hopeful that the lost dine-in culture will come back—very soon!**





**Kalyan Karmakar,**  
Food Author and Columnist

**B**ased in Mumbai, Maharashtra, Kalyan Karmakar is a very well-known food columnist and writer. He is the author of *The Travelling Belly: Eating Through India's Bylanes*, which is a food travelogue. Karmakar has spent a lifetime dedicated to his passion for food. Via *Travelling Belly*, he takes us on a "delectable journey through the crowded lanes of India's food havens." His blog, *Finely Chopped*, was one of the earliest food blogs in the country and has been a two-time winner of the FBAI awards in 2007. Karmakar is also a columnist with a number of food and lifestyle magazines and websites such as NDTV Food & Scoopwhoop. He also works with brands on food marketing and consulting projects. He knows urban India's foodscapes in and out and his commentaries can be extremely important in attaining an understanding of the future of the F&B space in the post Covid19 times.

When asked about his moments of extreme despondence during the pandemic, Karmakar said that there were several moments when he felt quite low about what was going on in the world. He said, "this would happen at times when I would be on social media and watch people share stories of what they were doing professionally . . . starting

new businesses and shows, getting new contracts, winning awards, getting featured. . . and I would feel this overwhelming and start suffering from what is called the imposter syndrome." But Karmakar was determined not to get bogged down by this air of hopelessness. He immediately got back to the goal that he had set for himself at the start of the pandemic. All through the year, he never let go of his larger purpose of creating content that would spread joy and inspire people during challenging times. "This kept me creatively satisfied and gave me a lot of inner peace," he added.

He also joined forces with [bookaworkshop.in](http://bookaworkshop.in) and engaged in live workshops for home chefs. He kept going on by recording a masterclass series on important aspects of the food business such as brand building for home chefs and launched three video podcasts. In #FoodocracyIndia, he emphasized the work of popular and home-grown eateries which includes street food joints as well. He focused upon them as these eateries do not get wide media coverage usually. In #FoodocracyForHer, he interviewed women entrepreneurs in the world of F&B, and in #FoodocracyKitchens, he brought to the forefront the work of home chefs based in Mumbai. Like Mulchandani, Karmakar is also hopeful of things bettering in 2021. "This is going to be a year when we rebuild our lives, learn to respect what we have, and to make the most of it. I hope to do the same in my work too," he said, concluding his conversation with us.



**Niloy Chakraborty,**  
National Business Head at Wow!  
Momo Foods Pvt Ltd, West Bengal

Established in 2008 in Kolkata, West Bengal, Wow! Momo is a fast-food chain spread across almost 14 major cities of the country including Mumbai, Delhi, Hyderabad, and Lucknow. Foodism had the honour of speaking with their National Business Head, Niloy Chakraborty, whose enthusiasm was infectious—whose words gave us not only hope but a promise of survival and revival, and smart tactics for wading through hard-hitting tides. Narrating his experience of handling such a widely spread chain of food outlets across the country through the pandemic, Niloy expressed: “we believe in one thing, that is, keep moving.” When the first countrywide lockdown was declared, Wow! Momo introduced the “Yellow Army,” which is basically a group of their own employees who were equipped to ensure essential services were provided to the elderly populace with maximum ease.

He did confess that there were many roadblocks in accomplishing this aim as everything including transportation lay in a paralyzed state. Niloy and team experienced an absolute low during May 2020 when nothing seemed to be working out but they chose not to lose hope and kept fighting. They made sure

there were no job cuts and that the essentials were delivered to the ones who needed them the most. They swiftly yet strategically launched Wow! Essentials, and started delivering basics such as groceries and other stuff through their delivery application. They also continued with their food deliveries while maintaining utmost hygiene and following all safety measures to a T.

He also told us about the crucial decisions the management have had to take during this phase; their expansion plans have been completely revised, he added. Wow! Momo is now mainly focused on “Delivery and Take Away” formats. Their efficient teams are also putting in their best possible efforts to build their second brand, which they are calling Wow! China. Niloy is quite hopeful given that we have a vaccine now, which can ensure people's safety against the virus. Gradually everything is likely to get back to where it was (or perhaps to a better situation) as the market is opening up, he believes. When asked about his expectations for 2021 in terms of business and growth, he said, “food will always do well and a super healthy food like Momo will positively rock,” underlining how people have become more mindful of health and hygiene standards while ordering food from outside. Wow! Momo have gluten-free momos and several other items in their health segment, and they are only looking forward to making this segment even more elaborate in the coming months. The take-home from our tête-à-tête with this very enthusiastic business head would be the smattering of uplifting poetry he left us with:

***“Manzilein Hai Toh Faasle Hein, Faasle Hein Toh Raaste Hein, Raaste Hein To Mushkilein Hein, Mushkilein Hein Toh Hausla Hai.”***



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# Monsoon Harvest Dark Chocolate Vegan Granola, Dark Chocolate and Orange



## *Vegan Orange FroYo* *with Monsoon Harvest*

We're super excited to bring you yet another delicious FroYo recipe from [@yourdailycupofsunshine](https://www.instagram.com/yourdailycupofsunshine).





## Vegan Orange FroYo

### **Granola Base**

Monsoon Harvest Grain-free and Vegan Granola  
1/2 cup  
Chopped vegan dark chocolate  
(or any dark chocolate for non-vegans) 1/2 cup  
Coconut oil 1 tsp

### **Vegan Yoghurt Filling**

Coconut yoghurt (or any thick yoghurt for  
non-vegans) 1 cup  
Maple syrup (or honey for non-vegans) 2 tbsp  
Peeled oranges - 1/2 cup  
Few extra orange slices for garnishing

### **Method**

1. Mix the coconut oil with chocolate chips and microwave for about a minute till the chocolate melts. Add the granola and mix well.
2. Line a muffin tray, pour 1.5 tbsp of the granola mix in the mould.
3. Mix all the ingredients of the yoghurt filling. Fill the mould with this mixture. Freeze overnight.

To serve, take them out of the freezer and remove the liner. Let it thaw a little at room temp for ten-to-fifteen minutes. Top with the fresh orange slices and serve!



Celebrating



*Womankind*



in the  
Kingdom  
of Food





“Here's to strong women: may we know them, may we be them, may we raise them.”

- Anonymous (Probably a Woman)

When life gives you opportunities, you grab the bull by the horn and ride it till you make it big. There was a time when women had to snatch such possibilities for themselves because they weren't considered eligible. Times have changed but the struggles haven't, which is why we've decided to enlighten you with inspiring stories of successful women in the food industry that are a testament to unique ideas, steely determination, a never-say-never attitude and creating their own space in a sector that is predominantly patriarchal in nature.

### We Change the World

Cooking is an art that has had misplaced connotations when it comes to genders. Since time immemorial, women were expected to slog in the kitchen/house and men were expected to toil in the outer world. Weirdly enough, when the culinary world experienced a boom, restaurants hired male chefs more than female chefs and one of the reasons was that women weren't allowed to go out of the house and leave a mark on the world. Things are different now. Today, female chefs, female entrepreneurs and female leaders are making a lot of splash in the food industry and paving the way for generations to come.

On the occasion of Woman's Day, here's a list of some of the most celebrated Indian Femme Fatales of the culinary world that have left a mark on the world with their undying spirit and awe-inspiring body of work.

### The Trend-setters

Food has a way of connecting the dots of life like nothing else does. You could be a fashion designer, a banker, a lawyer, an actor, a CEO and you can still be an excellent chef/food connoisseur because your love for food is irrevocable.



When **Pooja Dhingra** came back from France, Mumbai was a different city back then. Social Media had not taken over the world and French desserts weren't that easily accessible unless you went to some posh 5-star restaurant. Most people didn't even know a dessert like Macaron existed and those who did had only seen it on international shows. She changed the way people perceive French cuisine. Today, she is better known as the Macaron Queen of India and her brainchild - **Le 15 Patisserie** and her pop-up cafes are a gateway into the enchanting world of decadent French delights.



For **Garima Arora**, cooking came naturally but it wasn't her vocation. She initially dabbled a little in journalism but decided to follow her passion and went to Le Cordon Bleu, Paris, to master the culinary arts and eventually learned the business's technicalities from world-renowned chefs like Gordon Ramsay and Rene Redzepi. She opened her first restaurant in Bangkok - **Gaa**, and the world couldn't get enough of what a culinary genius she was. She soon started garnering a lot of attention for her refined taste and use of sophisticated techniques. It has been a roller-coaster ride ever since. She is the first female Indian chef to have received a Michelin star for her eponymous restaurant and that is just the tip of the iceberg. World's 50 Best Restaurants named her Asia's Best Female Chef for 2019, a feat that has been achieved in such a short time due to her love for food.

Eating right is a science. **Rujuta Diwekar** is the sorceress behind this alchemy and making the most of her knowledge are some well-renowned celebs around the country. She has been listed under the '50 Most Powerful People in India' by People magazine and is the winner of the prestigious 'Nutrition Award' by the Asian



Institute of Gastroenterology. If this wasn't enough, celebs like Kareena Kapoor, Alia Bhatt, Shahid Kapoor, to name a few, fall into her clientele list.

If we are talking about keeping the celebs fit and fine, how can



we forget the contribution of **Yasmin Karachiwala**, the fitness trainer behind the regime of celebs like Katrina Kaif, Alia Bhatt, Deepika Padukone etc. With an impressive career spanning over 26 years, she is known as the pioneer of Pilates fitness system in India. With a number of prestigious awards in her kitty, her grand venture - **Body Image** has become the face of Pilates in the country.

For **Pankaj Bhadouria**, life was all about taking care of her family and being an avid teacher to her students. Things changed when she took part in Master Chef India and won the title of



the first Master Chef in the country. This was just the beginning of a thriving career full of interesting opportunities in the culinary world. She has had the honour of being a part of a lot of food shows ever since and is a part of some really unique projects globally.

When life gives you some beautiful San Marzano tomatoes, you use them for your pasta and pizza dishes and



become the pioneer of Italian cuisine in India. From being a self-proclaimed 'untrained' chef to opening a number of flagship Italian restaurants in India, **Ritu Dalmia** has come a long way. Her brainchild restaurants - **Mezzaluna and Diva** have made a lot of splash in the food industry and attracted the who's and who of the elite world. Her family business of Italian Marble is the genesis of this life-long relationship with Italy.



Anyone who's lived in metro cities would know how difficult getting good meals at reasonable rates are. This problem was solved when **Rashmi Daga** opened her venture - **FreshMenu**. She changed a lot of fields before her eponymous venture, be it IT, Cab services or finance.



The only thing constant was her need to provide the best of services and furnish the demand-supply chain aptly. Today, FreshMenu has reached a lot of cities across India and is filling the tummies of many with a wide range of affordable gourmet food items.



When adorable moms make it big in life with their 'ghar ka

khana', you celebrate their evolved culinary skills and zeal for life. **Nisha Madhulika** is one such home chef/culinary star who became an internet sensation with her food blog and Youtube channel. She has close to **11 Million subscribers** and has won hearts across all ages and genders. Millions of woman across the globe follow her recipes and celebrate our unique flavours proudly.



**Amrita Raichand** started her career in acting/modelling and soon turned towards culinary art. Being a mom helped her in getting an insight into what kind of dishes kids like to eat. She started experimenting in the kitchen and her culinary escapades gained so much traction, she started hosting a number of cooking shows and received a lot of prestigious awards for the same. Today she is a celebrity chef/host and has a lot of commercials and food shows under her kitty.

The flagbearer of modern-day Parsi cuisine,



**Anahita Dhondy Bhandari** started as a chef-manager of **SodaBottleOpenerWala**, Delhi after she completed her Grande Diplome from Le Cordon Bleu. The success of this restaurant chain coupled with awards like the Young Chef India award, The Times Food Award etc and getting listed in the **'30 Under 30'** - Asia - **The Arts** by **Forbes** is nothing short of a victory.

These awe-inspiring women faced a lot of challenges in the tumultuous expedition of life but never gave up midway or let anybody else decide their fate. Courage and faith in their own ability played a huge role in shaping their successful careers and they took all the failures with a pinch of salt. We hope that you get inspired by their stories, set a goal for yourselves and start working towards your future diligently.

**Get featured on  
our magazine  
if you have an  
interesting story  
like this!**

**foodism**  
RECOMMENDS



*Chef's Knife*

The first on the list will surely make your prep work easy and add an element of texture to your food. No kitchen is complete without this marvellous tool and you can do so many tasks with this elegant apparatus. Whether it is chopping, slicing, mincing or making thin juliennes of vegetables, your all-purpose chef's knife does a great job. It is made of stainless steel and has a pointed top. You may choose to buy other types of knives as and when you need them but for an amateur cook, this knife is a great way to ease yourself into prep work.



*Measuring Spoons*

If you are a noob chef, then following a recipe to the T should be your topmost priority. The only way of doing that is to get a set of measuring spoons. These will come in handy not just for baking but for all kinds of recipes. They come in a set of 6 and have designated measurements. The best part about them is that you won't get confused comprehending the instructions anymore and put in ingredients as per the exact requirement.



# Top Kitchen Tools You Need

Cooking is a blissful experience if you know how to manoeuvre around the kitchen gracefully and smartly. If you do that right, you've won half the battle.

The culinary arts isn't just about the ingredients, cooking techniques or flavours. Working efficiently without creating a mess and bestowing the elements with the right kind of respect matters a lot. But how do you do that? Well, you buy the right type of kitchen tools to make your life easy and cook a specular meal with the help of these.

But if you have just started cooking recently and don't know where to begin, fret not! We will save you from this predicament.

Here's our recommendation of the top 5 kitchen tools you need if you want to cook like a pro!





## Cutting Board

No chopping is possible without this sturdy and sustainable tool. A cutting board is the cornerstone of well-cut veggies and will help you in showcasing your knife skills. If you don't have a stable and robust cutting board, a good chef's knife won't save you from shabbily cut ingredients. A wooden cutting board is what we would suggest as they are thick and long-lasting, but if you want to go for something a little reasonable and easy to store, then you can also go for a flexible mat cutting board.



This one right here is our absolute favourite for the simple reason that salads are the need of the hour. Tossing a salad is the easiest way of furnishing a quick and guilt-free meal. They are healthy, delicious and absolutely easy to make. You don't need a lot of prep work and a quick and effortless dressing will transform your veggies into delectable, fresh nibbles of joy. What many amateur chefs don't know is washing your salad greens is quite an essential step. But once you do that, the leaves lose their crispness and become soggy. This is when a salad spinner comes in handy. You just have to wash your salad greens, put them in this fantastic tool and rotate it. The centrifugal spinning helps rinse off excess water. You can also use this tool for draining fresh pasta or other fruits and vegetables that you want to wash.

## Salad Spinner



This fantastic tool will change your life. A lot of people struggle while peeling garlic. A garlic press gives you a smooth paste and eliminates garlic peels naturally. They resemble lemon squeezers but their function is a tad bit different. So if you don't like mincing garlic with a chef's knife, then using this hassle-free tool will make your life easy. The washing process is also as simple as washing a lemon squeezer.

## Garlic Press





# Food for All

Change is the only constant in life. When able hands start working towards a cause, creating a ripple is the only way out. That is how Shubham Maheshwari felt when he freshly graduated from NIT and wanted to change the world with his earnest demeanour and hard work.

**Do or  
do not.  
There  
is no  
try.** - Yoda



Shubham Maheshwari, Gurgaon

### **Change - the Way of Life**

Shubham's life was encapsulated in a comfort bubble till the time he stayed with his family. He graduated from NIT and started working as a consultant with a firm. Born and brought up in Jaipur, he, later on, shifted to Gurgaon. A movie's plot moved him so much; he decided he wanted to do his bit for the society, when he was a mere teenager. He understood the importance of having a purpose. He felt like he had to do something about the growing corruption in the country and took part in many activities that had an impact on the governance of our nation. These pursuits at a young age immensely shaped him as a human being and contributed to his purpose in life.

## Bridging the Gap

While working as an adult, he realised there was a massive gap daily meal industry. He had first-hand experience of the problems dealt with in this situation like bad or mediocre taste, no value for money, not using quality products for the same, finding a good cook, etc. Cooking was another ball game altogether. Prepping for the meal was troublesome and most of the time, the food cooked at home was either uncooked or burnt. He decided he wanted to change this situation, which is how **'Being Chef'** came into existence.



## Cook Na Kaho

Shubham and his friends tried cooking but they soon realised they weren't well equipped with the entire process. The prep work is what made things complicated. Making the marinades or the masala mix, kneading dough, chopping vegetables, not knowing which vegetables could be paired together and not having enough knowledge about all the ingredients made things very chaotic. This is why they came up with a start-up that would empower people who weren't into cooking but deserved a good meal nonetheless.

Shubham started working on his brainchild in 2014 and the idea was to have different means of consuming good meals. It has been seven years since he started working full-time on his venture.

**Being Chef** does what no other food service company does. It provides you with options you didn't know you needed. They have four verticals - 5 Minute Recipe Kit, Freshly Cooked Platter, Customisable Meal Boxes and Party Catering.

"Being Chef's Recipe kit (magic box) empowers you to cook anything in less than five minutes. It provides buyers with all the ingredients (chopped & processed) customised as per one's taste with a simple 8 step recipe card. Along with this, Being Chef has built other lines of business like delivery of fully prepared meals, customisable meal boxes, customisable party packs which have helped them in absorbing their fixed cost and generate profit. One of our major criteria is to provide a range of healthy meals. In short, we are

a one-stop-solution for your daily meal requirement", he explains.

## The Challenges

He didn't have any culinary training when he put the cornerstone of the venture. They consulted a lot of chefs from the culinary world and discussed the core idea - that of **empowering an amateur with a skill set of a professional chef** but the reactions they garnered ranged from disbelief to shock. "I got a lot of mixed reviews for the same but I knew our approach was logical and this venture was the need of the hour. Not belonging to the food industry, we faced a lot of challenges but stuck to our core idea and the rest is history." states Shubham. He believes a lot of companies tried to work on such verticals but they couldn't effectively execute the same.

As he started young, a lot of people didn't take him seriously and that created a lot of roadblocks but he believed in his vision and worked for it ardently. The entire industry was in a turmoil so a lot of companies started and shut down and that was quite challenging but because they functioned on a shoe-string budget, they survived.

His formative years in college helped pave a path towards starting something of his own. He got a chance to organise a lot of events while fighting against corruption, came out of his shell and took charge of several tasks. He found all these experiences helpful and that is how he survived the difficult times.

## Words of Wisdom for Aspiring Entrepreneurs

1. People generally start their own ventures because they are bored of their 9-5 jobs but this is not a good reason as starting your own company is not a cakewalk.
2. You have to have a strong sense of belongingness and gumption in your own start-up and that is the only way you will sustain it.
3. You have to be unbiased with your views and ask the right kind of questions to yourself - How well do you know the market? Do you have the expertise to manage your business? Do you have a roadmap or a long-term plan for your venture? How can you monetise everything? You need to do a lot of research beforehand and then take the plunge.
4. And once you have taken the plunge, just stick to it. Take rest, innovate, restructure, do whatever is required, but don't quit. Always remember, to win a game you have to be in the game.



“One cannot think well, love well, sleep well, if one has not dined well.”

- Virginia Woolf



Anukriti Anand, Delhi

# When Food Makes Your World Go Round

A.T.E is a collaborative arena put together by like-minded industry enthusiasts, creative patissiers, baristas and culinary artists. Follow them on Instagram by [@altogetherexperimental](#)

If it weren't for food, we would cease to exist. Food is the currency of life. It nourishes your body and soul. When you find an agency of food that knows how to bring the best out of good quality ingredients, you rejoice at this miraculous conception and let the world know about its existence. **Altogether Experimental** does that and much much more!

We decided to have a chat with the founders of this immaculate and modern craft coffee bar/patisserie/scratch kitchen - Anukriti Anand and Vicky Mandal.

## The Genesis of Altogether Experimental

Vicky and Anukriti decided to start their own venture for the love of food. They have been in the industry for as long as they can remember. They channeled their love for modern patisserie & avant-garde food along with contemporary sustainable architecture, large open spaces & new-fangled fashion to build the most important pillars of A.T.E. “Apart from being an industry professional/restaurant consultant, I am a true gastronome at heart. Having scanned the city's F&B scenario for a while, we felt a huge gap in the market for a hybrid concept that seamlessly weaved the disciplines of speciality coffee, modern patisserie & a scratch kitchen.” elaborates Vicky.

He decided he wanted to make good use of his knowledge and come up with something that would commemorate his love for gourmet food aptly and leave a lasting impression on the customers. “We launched Altogether Experimental in December 2019 with the aim to bridge this gap. The name stands for itself and allows the brand to be anything it wants to be.

The acronym A.T.E. was a past tense of EAT which kind of turned out completely in the favour of what kind of establishment the brand was; A.T.E right from the very beginning has been - highly collaborative and approachable.” adds Vicky.

He started a unique venture that revolved around the idea of helping other food businesses after he completed his studies and that cemented the idea of Altogether Experimental. He shares, “I completed my schooling from Delhi and pursued business graduation from Symbiosis University. I always had a knack for questioning/changing things and bringing paradigm shifts in every vertical that pushed me to start my own venture - Curature Consulting, a restaurant consulting firm that provides boutique servicing to clientele all over India.”

Anukriti started her career in the food industry. After learning the trade in detail and gaining input through her work experience, she realised that she had to make a meaningful contribution to the industry that had taught her so much and decided to start this venture with Vicky. She explains, “I've always had a knack for baking! After finishing my education at IHM Pusa, New Delhi, I worked in the pastry kitchen at The Oberoi, Gurgaon for 3 years. That's where I got an enormous exposure to what the food industry really is, and thereafter took a plunge to start my own restaurant with an all-girls run kitchen.”

### Their Product Range

Their Instagram page is proof of their contemporary and tasteful food spread. Their world-class curated menu is a carefully considered selection of top-quality produce and sophisticated flavours, handled by an all-girls kitchen. When quizzed about the delightful spread at **Altogether Experimental** Anukriti quips, “Our menu changes every season - we do a curated menu combining in-season locally sourced ingredients with an array of modern flavours. We're a scratch kitchen, thus everything from the buns to the sauces is made in-house; we only purchase the raw materials. While the dessert offerings might seem a little daunting, we are convinced that one wouldn't get similar tasting cakes, petite gateaux & sweet nibbles anywhere else. Days and nights spent in our kitchen/coffee lab and research and development have yielded the most palatable slow food and dessert delights. And if that doesn't get you, the experimental coffee menu will. Our favourite (and

the bestseller) has to be the flourless chocolate cake!”

### What Sets Them Apart

A.T.E believes in running a minimal waste kitchen and bar ensuring that everything in the café is repurposed to be used in another dish/drink/utility. The packaging used for delivery/takeaways is made from biodegradable and compostable material that helps control their carbon footprint on this planet. With a thoughtful approach, every step at A.T.E is towards living a sustainable, low-impact life. This approach sets them apart and adds a rather personal touch to their initiative.

Anukriti is quite well-versed with the industry trends but she feels A.T.E doesn't need to compete with their contemporaries. She states, “Cloud kitchens are a strong on-going trend in the industry. For us, it has always been about creating experiences. Competing with similar brands was never the objective as A.T.E. created its own arena and standards to play ball with. A.T.E. has always been about the experiences and the sheer joy patrons feel when they indulge in our offerings.”

### The Challenges

They've witnessed the repercussions of the pandemic together and came out feeling stronger than ever. A lot of things changed post-corona but their faith in their skills is what kept them going. Vicky shares, “Launching just before the pandemic hit, we've had our lows during the lockdown. But with time, people have been coming back to us in masses. We also strengthened our packaging and logistics to make sure that people are also able to partake in our offerings with the pleasure of sitting at home.”

### Future Plans

2021 has started on some positive notes and the entire food industry is going through the stages of revival and rebirth and A.T.E is no different. He shares solemnly, “After an entire year of sailing in uncharted waters, getting a new brand back on its feet was a challenge but our kind patrons have come back and have shown their full-blown support in terms of loyalty. We're really confident about the potential of this brand and are sure that expanding our base is the only way to move forward. So many more experiences and never done before concepts are coming up at ATE in 2021 and we're really excited about the coming year.”



## BOOZY SALTED COFFEE CARAMEL

{Best poured over waffles,  
crepes, pancakes, milkshakes}

### INGREDIENTS

**Superfine sugar** 1 cup

**Salted butter** ½ cup

**Fresh cream** ½ cup

**Vanilla extract** 1 tsp

**Old Monk** ¼ cup

**Instant coffee powder** 1 tsp



### METHOD

**1.** In a heavy bottom pan, sprinkle enough sugar to coat the base. Let the sugar caramelize and once done, use a spatula to mix it a bit and add more. This will ensure the sugar doesn't burn (since the addition of the sugar to the caramel cools it down) and you will not get any lumps of sugar.

**2.** Meanwhile, heat up the cream and vanilla to a boil and set it aside. ALWAYS add the warm cream to stop the caramel from cooking further; since the addition of cold cream will drop the temperature of the caramel and mess with the texture.

**3.** Once done, add the warm cream to the amber colour caramel and mix. It will sizzle. It will burn. Keep your distance. You can set it off the heat for a while.

**4.** Once the cream is incorporated, add in small cubes of butter. Mix it all in. Pour in the Old Monk & coffee.

**5.** ALWAYS emulsify the fat into the caramel, it changes the texture to a silky and smooth sauce. Use a stick blender for the process. It brings everything together!

**6.** Store in a glass jar & reheat before using!

## THE BERRY

### INGREDIENTS

**Yogurt/ any plant-based milk** 200 g

**Strawberries** 50 g

**Acai berry** 1 tbsp

**Chia seeds** 2 tbsp

**Pumpkin seeds** 2 tbsp

**Almonds** 2 tbsp

**Mulberries** 50 g

**Frozen banana** 1

### METHOD

The berry smoothie is a perfect wholesome recipe that is healthy and yummy. It's a quick on-the-go meal and can be prepared in no time! All you need to do is blend the yoghurt of your choice with berries, seeds & nuts. Add frozen banana to it for natural sweetness.







# epigamia

## PROBIOTIC YOGURT *Strawberry*

We've grown up eating the pious 'dahi shakar' for good luck since we started going to school and no examination would be complete without this auspicious ritual. Yoghurt has been an integral part of our culture since time immemorial. Be it parathas, pulao or different types of biryani; raita is the glue that binds everything together seamlessly. Piping hot 'aloo paratha' with cool yoghurt is what dreams are made of.

### PROLOGUE

Epigamia is a modern twist on an old friend that is nourishing and wholesome. Started by Rohan Mirchandani, a finance and management student from New Jersey, the company initially manufactured ice cream products and launched the eponymous Greek yoghurt brand.

The word 'Epigamia' in Greek signifies an intermarriage agreement. In this case, it is an amalgamation of the Greek technique of making yoghurt and encapsulating the tart sweetness of local fruits.

They started selling these tangy and sweet preservative-free Greek yoghurt packs in metro cities, and people couldn't get enough of it as it was all so new to them. The web series trend was strong at the time of their launch and these packs got promoted in the shows and piqued the interest of a crowd that found this smooth product plugin quite refreshing. The fact that it contained real fruits and was diet-friendly left a significant impact on the audiences. Soon the company started making a lot of

noise in the supermarket arena. They positioned the product as a healthy and decadent snack option through various digital platforms and the word spread like wildfire. Since then, they have launched a lot of compelling products with unique USPs. Their range of vegan coconut milk yoghurt is quite a rage and so is their almond milk.

### PRODUCT

Their probiotic yoghurt was launched in December 2020 and they came up with three exciting flavours - Strawberry, Mango and Vanilla Bean respectively. The yoghurt is creamy and tangy and you can add nuts to it or add it to your muesli and start your day with a gut-friendly snack. The Strawberry yoghurt is sublime and the berry pop is refreshing. It lends a sweet and tart flavour to the yoghurt.

### PROS

This creamy and delightful snack is packed with 100 million probiotics, Vitamin C and D2 that will keep your gut healthy and your digestive system strong. They come in some delicious flavours and can be consumed as it is, utilised in shakes, smoothies, muesli, desserts or drizzled on pancakes, crepes or waffles etc. The price rate is the lowest in all the Epigamia products.

### CONS

The only con of this product is that it gets over way too quickly and we honestly can't get enough of it.

epigamia





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S P R I G





Rachita Dadwal's beautiful photography and food styling will surely dazzle your mind. Fondly known as "Rach" in her friend circle, her food page is named **@whatsrachcooking**

Rachita Dadwal, Delhi

# COOKING THE DESI WAY

## Her connection with food

Rachita Dadwal is a Himachali, married to a Punjabi and currently residing in Delhi. Her love for food is in her genes, as North Indians are big-time foodies!

She firmly believes in the quote, "Food is symbolic of love when words are inadequate".

## Her Blogging Journey and Focus Point

On the professional front, she has pursued an MBA in HR but realised her love for cooking quite late. Her friends proclaimed her the best photographer amongst all of them.

She is going to complete one year of her blogging journey on the 15th of this month. Sharing further about her blogging journey, she shares, "Honestly, I never wanted to be a food blogger, but the lockdown gave me a very fortunate break from my job and made me pursue my hobby of cooking and presenting it in an aesthetically pleasing way. My

core focus is to make the food interesting and beautiful so that my toddler can have it without throwing any tantrums!"

## Her cooking inspirations

Her grandmother stuffed her with loads of delicious goodies while growing up which is why she got inspired by her grandmother and started her blogging journey. Her grandmother can cook anything under the sun, from gol gappas to cookies to more such delectable treats. She was impressed by her enthusiasm to feed everybody around her.

Her second inspiration is her mother, from whom she learned everything there is to cooking.

She shares, "Every talent needs a platform to exhibit itself, so in my case, Instagram played a pivotal role as newbies like me need acknowledgement and recognition for succeeding in our new endeavours."

### Her Go-to Comfort Recipe

"A big bowl of comforting soup, samosas or any kind of street food, a simple dal khichdi with pickle is my all-time favourite; Aglio e olio pasta is my definition of comfort food. When I do not have much time or I am tired with my hectic schedule and want to indulge myself with some comfort food. I always end up cooking hassle-free and satiating Aglio e olio pasta." She explains.

### Her Strengths and Skills to Master in the Future

She is a self-taught photographer/stylist and has improved her skills by observing other renowned photographers/bloggers.

She is a firm believer of the phrase Carpe Diem and loves to empower people, which in turn gives her strength and immense satisfaction. Sharing about her skills, she states, "I want to excel my baking skills as I have found my new love in baking. My photography and styling are actually very instinctive and I never followed any technical rules. It comes naturally and I feel it's an expression of art as well as your personality. However, I am looking forward to enhance my skills and techniques of photography."

### Making Her Stand Apart

She doesn't follow a specific niche and her account is an amalgamation of traditional and modern aesthetics.

"My account reflects my personality and creativity in the form of photography." She shares.

### The Food She Enjoys Cooking

She cooks a variety of dishes as her husband particularly loves Indian food and her daughter is a fan of cakes and pasta. Therefore, she loves to

experiment with all their favourite cuisines to make them satiated and happy.

### Food, Photography and Everything in Between

"My key focus is the food and then I try to complement it with food props. I love to play with colours. Many people ask me how I style my pictures and if I've received any tutelage for the same. The fact is, I love to dress up, so I incorporate my knowledge of colours and fashion in my photography as well, which has luckily done wonders for me." She shares with candour.

She feels that her photography and styling skills are inherent. Still, she has mastered new skills by observing and doing in-depth research on various social media platforms like Instagram, Pinterest and YouTube. She keeps on learning and trying new fads and techniques.

### Some Tips for Our Readers

She shares some exclusive tips for all the aspiring homechefs who struggle with styling and clicking their food photographs

1. Consistency is the key
2. Do what you love
3. Express yourself through your art
4. Keep learning and educating yourself
5. Be bold enough to try new things and go out of your comfort zone



## BEETROOT PESTO PASTA

### INGREDIENTS

**Beetroot roasted**, medium, 2  
**Onion**, large, 1  
**Olive oil** 1 tbsp  
**Lemon juice**, small, 1  
**Garlic cloves**, large, 2  
**Parmesan cheese** shredded 1/2 cup  
**Spaghetti** 300g  
**Almonds**, toasted 1 cup  
**Fresh Dill and Basil leaves**  
**Feta cheese** crumbled  
**Sunflower seeds**  
**Black and white sesame seeds**

### METHOD

for pink pesto

1. Roast the beets and onions for approximately 20 minutes. Now place the roasted beetroots, onions and almonds into the bowl of a food processor and blend.
2. Add garlic and parmesan cheese and pulse it several times more.
3. Add olive oil, lemon, stir in salt and freshly ground black pepper and blend it into a smooth mixture.

### METHOD

for pasta

1. Bring a large pot of water to a boil with the salt. Add pasta and cook as per the instructions on the packet.
2. Just before draining, scoop out 1 cup of the pasta cooking water. Drain pasta in a colander and leave it for a minute.
3. Transfer pasta to a bowl, add pink pesto and 1/4 cup of pasta water. Toss and coat the pasta properly in pesto. Add more water if required to make pasta saucy.
4. Taste, add more salt and pepper if desired.
5. Garnish with fresh basil, dill, black and white sesame seeds, and sunflower seeds, crumbled feta cheese and enjoy!



## PANIYARAMS

### INGREDIENTS

**Dosa/idli batter** 3 cups  
**Chilli powder** 1 tsp  
**Onions**, finely chopped 1 cup  
**Green chillies** chopped 2-3  
**Cilantro/ coriander** chopped 1 cup  
**Capsicum** chopped (optional) 1/2 cup  
**Carrot** chopped (optional) 1/2 cup  
**Salt** to taste

### METHOD

1. Add chilli powder, salt, onions, green chillies, cilantro, capsicum and carrot to the dosa batter. Mix it all together. Add some water if the batter is too thick. The consistency of the batter shouldn't be too runny or too thick.
2. Heat a paniyaram pan and grease it with oil. Then pour the batter into the pan and cover with the lid.
3. Keep flipping in between until all the sides are cooked properly.
4. Serve hot with a chutney of your choice.



# PIXIE DUST ON THE PLATE

A pastry chef in Jersey, USA, she is a culinary wizard not only in the pastry world but in the overall food world. You can check her food experiments [@platedpixiedust](#).



Pooja Jhunjunwala, Jersey, USA

Pooja Jhunjunwala has many feathers in her cap as she has run a successful home bakery- “Cake by Pooja” in Kolkata for 4 years. In her pastry school, she won the Top Toque award and was placed 2nd in the US Junior Pastry Chef Competition 2016, where she was the first Indian who had won the competition. As a trained pastry chef, she doesn't limit her cooking adventures to just cakes but has made herself adept in different cuisines as well.

### Her Relation with Food

Her cooking escapades started at the wee age of five when she started baking with her

mother. She likes making desserts, especially pastry and is a trained pastry chef from the Institute of Culinary Education, NYC.

“I bond with my loved ones either by baking for them or feeding them my baked goods. Food has always been a part of my life; therefore, I decided to pursue it professionally. I am a self-taught chef who loves experimenting with food. I love to make desserts as they hold a special place in my heart, for they transcend me to happy times and give me a calming effect.” She shares fondly.

### Her Blogging Journey and Focus Point

For many homechefs and food enthusiasts, the pandemic brought a golden opportunity to start their blogging journey. Similarly, Pooja took the chance of being homebound and took a leap of faith and founded her blog.

"I started my blogging journey in 2020. I have always enjoyed recipe testing and have been doing it for years. The pandemic gave me the push I needed to start my blog, and I am so happy I did." She shares enthusiastically.

### Her Cooking Inspirations

"My mother and my sister are my primary inspirations as they taught me the foundations of cooking which have helped me experiment. I have been fortunate enough to trot the globe as travelling has helped me widen my knowledge of food. Many of my cooking inspirations are my teachers in pastry school, who motivated me to move ahead!" She shares.

### Her Go-to Comfort Recipe

As many of us would like to end our day by relishing a slice of chocolate cake, Pooja's choice of comfort recipe is no different.

Sharing about her comfort food, she says, "My go-to comfort recipe is either some kind of pasta or a slice of chocolate cake."

### Her Strengths and Skills to Master in the Future

Even though her forte is baking and cake decorating, she tries her hand at different cuisines and aces whatever dish she has cooked.

Strengthening her skills for the future, she shares, "As baking and cake decorating is my strength, I would love to master vegetarian sous vide- long temperature low time cooking as that is something I am aiming to master."

### Making Her Stand Apart

Being a trained pastry chef lets her keep her learnings and experiences at the forefront and showcase them through her skills. "Being a professional pastry chef, I have learnt and worked with some amazing chefs,

which enables me to share delicious and flavourful recipes that can be made easily. I focus on vegetarian and vegan recipes for all cuisines and make vegetarian food look and taste delectable." She shares with candour.

### The Food She Enjoys Cooking

"I love making flavourful food and need the food to have an explosion of flavours, for both savoury and sweets. I love to experiment and see what works and how I make it easier and healthier without compromising on the flavour. I do not like greasy food, so none of my recipes will have an overload of oil or grease." She shares.

### Food, Photography and Everything in Between

She is still in the learning process when it comes to food photography and learning new things every day in her blogging affair.

"I am no pro at food photography but developing the skill one day at a time. I focus on textures and colours as well as the theme. For example, since Holi is coming up, I focus on some elements of the festival in the pictures to make them more relatable and relevant." She states.

### Some Tips for Our Readers

She shares one advice with the readers, stating, "Always enjoy cooking and have fun in the kitchen. I know it can sound cheesy, but the love and happiness translate to the dish, so put on some music and cook with a smile and the food will always be delicious."



## POTATO CORN EMPANADAS WITH A JALAPEÑO PARSLEY DIP

Servings 7-8 large empanadas (about 5 inches length)

### INGREDIENTS

#### For the filling

**Potatoes** boiled and chopped, medium 3-4

**Corn**  $\frac{3}{4}$  cup

**Garlic cloves**, finely chopped 3-4

**Onions** chopped,  $\frac{1}{2}$  cup

**Ginger paste** 2 tsp

**Lemon juice** 2 tsp

**Water**  $\frac{1}{4}$  cup

**Tomato paste** 3 tbsp

**Cheese**  $\frac{3}{4}$  -1 cup

**Chilli flakes** 1-2 tsp

**Pepper**  $\frac{1}{2}$  tsp

**Sugar**  $\frac{1}{4}$  - $\frac{1}{2}$  tsp

**Salt** 1-2 tsp

**Cilantro** chopped,  $\frac{1}{2}$  to 1 tbsp

**Empanadas wrappers**

### DIRECTIONS

#### Empanadas

**1.** In a pan, heat 1 tbsp of vegetable oil.

**2.** Add onions and cook for 3-4 minutes till translucent.

**3.** Add the chopped garlic and ginger paste and cook for 2-3 minutes till it is fragrant.

**4.** Add tomato paste and cook for 3-4 minutes till the oil starts separating.

**5.** Add in the potatoes and mix them in.

**6.** Add the lemon juice, water, salt sugar, pepper & chilli flakes and stir them in.

**7.** Mash about half the potatoes while mixing with your spatula. This helps it come together and form a filling. Do not mash up all the potatoes; some bite is good.

**8.** Add corn and mix it in.

**9.** Let the filling cool before filling the empanadas.

**10.** Roll the empanada wrappers out slightly on a floured surface.

**11.** Fill about 2-3 tbsp of filling (depends on the size of the wrapper) on one half of the wrapper, leaving the edges.

**12.** Sprinkle some cheese over the filling.

**13.** Circle the edge of the wrapper with little water. Close the wrapper to form a semi-circle.

**14.** Crimp the edges of the wrapper using a fork. Make sure all the edges are well sealed.

**15.** Repeat the process to fill all the empanadas.

**16.** You can bake/ deep-fry or air-fry them. Check tips.

**Deep fry:** Fry in medium hot oil for 3-4 minutes till golden brown & crispy. Take it out on paper tissue to remove excess oil.

**Air Fry:** Gently brush little oil on the surface and air fry in a preheated air fryer at 375F for 7-10 minutes. Take out when golden brown & crispy.

**Bake:** Gently brush little oil on the surface and air fry in a preheated oven at 370F for about 10-15 minutes. Take it out when golden brown & crispy.

**17.** Serve warm with jalapeño parsley dip and sour cream.





**INGREDIENTS****For the jalapeño parsley dip****Jalapeños**, roasted, 3-4**Garlic cloves**, roasted 2**Parsley** (without the stem)  $\frac{1}{2}$  -  $\frac{3}{4}$  cup**Salt** to taste**Honey**  $\frac{1}{2}$  tsp**Greek yoghurt** 2 tbsp**METHOD**

1. Roast jalapeños and garlic in an oven or stovetop.
2. In a food processor, add the jalapeño garlic and parsley.
3. Add salt and honey.
4. Grind to a smooth paste. It doesn't need to be very fine but ensure that the garlic is well pasted.
5. Take it out in a bowl and mix in the yoghurt.
6. It is ready. You can store this in the fridge or freezer.



## MANGO LASSI PANNA COTTA

Servings 6-7

### INGREDIENTS

**Agar agar threads** ⅓ cup

**Cream** 1-¼ cup

**Milk** ½ cup

**Cardamom** 2-3

**Saffron strands** 3-5

**Yoghurt** ⅔ cup

**Mango purée** 1-⅓ cup

### METHOD

1. Cut and soak agar agar strands for 10 minutes or the gelling agent of your choice.
2. In a saucepan, add milk and cream and keep on a low-medium flame. Add cardamom and saffron to the pan.
3. Keep stirring and bring it to a boil.
4. Add mango puree and yoghurt. Whisk it together.
5. Add the soaked agar-agar

and mix it together till it melts.

**6.** Pass it through a sieve and let it cool for 2-3 minutes.

**7.** Pour in bowls to set. If you want to unfold, lightly grease the ramekin.

**8.** Let it chill for 6-9 hours and then serve. It sets up faster, but the flavours really come out if set for several hours or overnight.

**9.** Top with whipped cream, mango puree and chopped fruit.



# OF TOMATOES AND CHUTNEYS



Paru Baruah, Bangalore

Paru Baruah's simple yet delicious homemade delicacies are worth trying and looking at on her page [@tamatarchutney](#).

## Continuity of a Legacy

Following her grandpa's footsteps, Paru Baruah began her cooking journey with her family and friend's appreciation for her cooking.

Not having a plan to choose the same profession as her grandfather's, Paru was destined to continue her grandfather's legacy. She cooks Assamese, Bengali and several other Indian dishes with finesse. She also cooks dishes from around the world but with a dash of tamatar chutney.

## Her Relation With Food

Paru hails from a small town of Assam. When asked about her association with food, she shares, "My grandfather ran a small food joint in Assam called the "Baruah Hotel". That's where my love for food and cooking started."

## Her Blogging Journey and Focus Point

Her friends and family encouraged her to share her recipes. She has always hosted her friends and family at home and treated them with her scrumptious spread.

"My core focus when cooking is preparing tasty and healthy meals. My little son and husband are my biggest fans and also my biggest critics. So I match my cooking experiments to their taste and health." She shares her focus point while cooking.



### Her Cooking Inspirations

"My grandfather has been my greatest inspiration as he was a cook himself and my mother too is my inspiration. I still call her when I need any cooking advice." She says.

### Her Go-to Comfort Recipe

"Daal, aloo fry and egg-potato curry, is my go-to comfort food, especially when my family and I have returned from a vacation." She shares gleefully.

She loves to indulge in sweet dishes but lately, she has been cutting down on them to maintain good health.

### Her Strengths and Skills to Master in the Future

"I think my greatest strength is that I am a quick learner and can master a dish pretty quickly. I have an instinct for adding the right flavours to the right dish." She explains pleasingly.

She has learnt significantly about presentation and food photography in the last couple of years. But she strives to learn more about food vlogs and wants to incorporate video into her repertoire in the future.

### Making Her Stand Apart

The simplicity of her account is what makes her stand out. Moreover, her ability to present basic homemade dishes with ingredients



easily available in the market and recipes that everyone can follow is also something that makes her account different.

"Another thing that makes me different is my traditional background with both Bengali and Assamese roots. This works in my favour as I can come up with new ideas by mixing these two cuisines." She shares with delight.

### The Food She Enjoys Cooking

"I love to try my hand at traditional recipes like trying my grandma's recipes of rice-cakes, classic curries etc.

All in all, I like to cook savoury dishes like cutlets and tikkis." She states.

### Food, Photography and Everything in Between

She doesn't use anything fancy for food styling but uses props that are accessible to her and fits in her theme.

**"I think my greatest strength is that I am a quick learner and can master a dish pretty quickly. I have an instinct for adding the right flavours to the right dish."**

"I like to use raw fruits and vegetables used in the dish for the pictures and I also like showing elements of Indian traditional cooking, using mostly clay or bronze crockery for my dishes." She shares with gusto.

### SOME TIPS FOR OUR READERS

She feels that anybody can cook. One tip she shares is, "One should have strong will and patience while cooking because slow cooking always gives the best results."

## ABOUT HER HIBISCUS ICED TEA

This pure herbal tea has a lot of health benefits. The tea is made of deep red dried hibiscus flowers. It is an excellent source of Vitamin C and antioxidants.

If one has access to fresh Red Hibiscus flowers, one can make tea out of that too.

Separate the petals and pour them into hot water. Cover and keep aside to steep for 5-6 min. And then repeat the procedure as above. The steep water can be used for lemonade too.

## HIBISCUS ICED TEA

### INGREDIENTS

**Hibiscus Tea** - 2 tsp

**Mint leaves**- 8-10

**Hot Water**- 4 cups

**Raw Honey** (optional)

**Ice Cubes** (optional)

### METHOD

1. Add 4-5 fresh mint leaves and tea leaves in a saucepan.
2. Pour hot water into the saucepan and allow it to steep for 4-5 mins.
3. Strain the tea leaves through a tea strainer.
4. Place the tea into the fridge to let it cool down for 2-3 hours.
5. Now, take mason jars or glasses, put 2-3 cubes of ice, fresh mint leaves, honey and the cold-brewed tea. Mix and serve chilled.





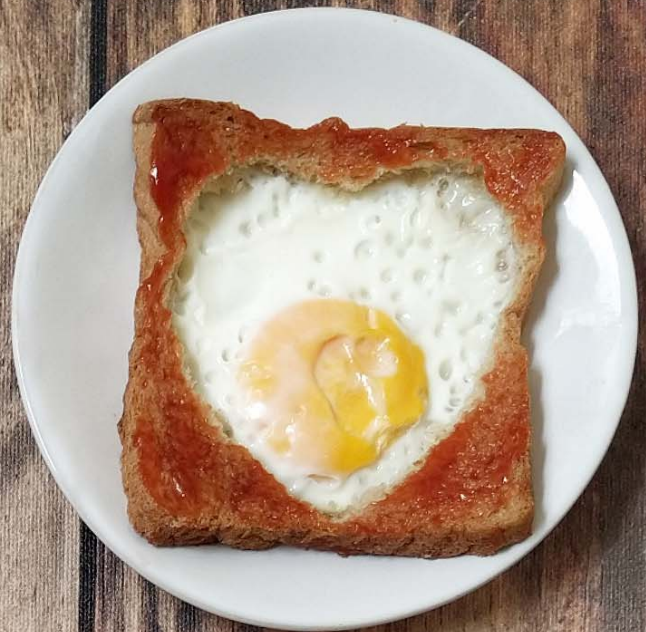
## HEART-SHAPED SAVOURY BEETROOT FRENCH TOAST

### INGREDIENTS

**Brown bread** 2 slices  
**Egg** 1  
**Milk** 2 tbsps  
**Small beetroot puree** ½  
**Salt** ¼ tsp  
**Ground black pepper** 1/4 tsp  
**Butter/Ghee/Olive Oil** 1tsp

### METHOD

1. Take a large bowl, add all the ingredients, except butter and bread. Whisk all the ingredients well.
2. Take a heart-shaped cookie cutter, and cut the bread slices into a heart shape.
3. Heat a non-stick pan and brush oil/melted butter, take a bread slice and dip it in the egg mixture and coat well.
4. Cook it for 1-2 min on low flame and flip to the other side.
5. Once the bread slices turn light brown from both sides, turn off the flame, serve with ketchup and enjoy.







Dhruvita Patel, Ahmedabad (Right)

# THE DELIGHTFUL SAGA OF MA'S GATERIES

A patisserie in Ahmedabad serves exquisite cheesecakes and madeleines in various flavours catering to numerous clients. They serve freshly baked goodies on a prior order. You can check their mouth-watering products on [@masgateries](https://www.instagram.com/masgateries).

As the quote says, "Live a stress-free life because STRESSED spelt backwards is DESSERTS!" So you eat desserts from Ma's Gateries (which means mother's treats), which specialises in cheesecakes and madeleines. The founder, Dhruvita Patel, has mastered the art of baking cheesecakes and madeleines from Le Cordon Bleu and runs a patisserie with her mother-in-law who is also her business partner.



### Her Connection with Food

When life introduces you to cream cheese, you make delectable cheesecakes and bless the world with such a beautiful dessert! Dhruvita has always been passionate about baking and had a keen interest in digging deeper into the world of desserts.

She shares, "My interest in baking was ignited when I was a child, I saw my grandma bake classic cakes as my family had a sweet tooth. So, technically I grew up in a kitchen that was full of freshly baked sweets."

Her business partner is her mother-in-law, Bela Joshi, who has been a baker since her prime. Her fondness for baking increased due to her son, who had a sweet tooth and she has been baking his birthday cakes since he was one.

### Her Blogging Journey and Focus Point

She started sharing her baking journey in France while she was working in a patisserie and boulangerie. "We made a lot of interesting pastries and bread products which I would share on my personal Insta handle for my friends and family to get a virtual taste of French baked goods." She states.

While baking, communication between the mother-daughter duo is one of their core focuses. As they bake together in the kitchen, they have to deal with hot oven trays and hot pans and it gets tricky to make each other aware of the dangerous equipment in a limited time, so they use the code word, "Hot behind."

Sharing further about their core focus, Dhruvita shares, "We just bake on pre-orders and all our orders are freshly baked on the

same day. We don't believe in storing our products and selling them the next day. So, the quality of the products, the technique of how we bake it and the freshness are the core focus elements of our patisserie."

### Her Cooking Inspirations

Her grandmother is her inspiration and growing up in a school where the principal was French piqued her interest in the French culture, food and desserts. This is why she got enrolled in Le Cordon Bleu.

"Both sides of our families are foodies and we live to eat. We try new dishes wherever we go, we are always on a hunt for new restaurants and cafes and a lot of our family gatherings and discussions are surrounded by food." She shares.

### Her Go-to Comfort Recipe

"I usually crave for and indulge in a glass of plain cold milk with a batch of my freshly baked Dark Chocolate Brownies; that's my go-to treat. My go-to comfort recipe is Coffee Éclair and I love baking it for my parents and friends." She cheerily shares.

### Her Strengths and Skills to Master in the Future

Her strengths are her parents and her husband, who push her to strive for excellence and dream big. Every day is a learning curve for Dhruvita and her team. There are good days and bad days and on the bad days, her team comes out stronger than before and work even harder.

Emphasising on her skills, she shares, "I am learning how to work with a team and support each other not just in good times but in bad times as well. As I have done my diploma in French Patisserie, I strive for perfection while making French pastries as

it is very technical."

### Making Her Stand Apart

"We are a team of young professionals with fresh ideas and a personal touch. Our account is interactive. We are not just dedicated to marketing but we also want to engage with our viewers and customers by considering their views. We try our best to ensure that the content we create and the posts we make are enjoyable and give our viewers a visual treat." She shares honestly.

### The Food She Enjoys Cooking

She enjoys baking and made a deal with her husband before tying the knot that he will have to take care of cooking while she'll be in charge of making delicious baked goodies.

"I love making cheesecakes and madeleines. Apart from that, I enjoy making puff pastry and it will be on our menu once I am satisfied with the end result." She shares candidly.

### Food, Photography and Everything in Between

Sharing about the food photographs, she quips, "I am grateful to Steve Jobs for making our jobs easier. I just focus on the aesthetics of the picture and stick to a theme, keeping the product in the centre et Voilà!"

### Some Tips for Our Readers

"All small businesses have their own challenges and it's a learning curve. Take it as it comes because nothing comes easy. Your passion for your work will drive you towards success." She advises.

In the end, she departs with a message, "Never give up on life and food because C'est la vie!"

## FRENCH BUTTER COOKIES "SABLEÉ BRETON"

Makes 20 Sableés



### INGREDIENTS

**Flour** 185g  
**Powdered sugar** 55g  
**Salted butter**, room temperature 110g  
**Baking powder** ½ tsp  
**Egg yolks**, 3 in room temperature

### METHOD

1. In a bowl, whisk softened butter and sugar until pale. (Can be done by hand or in a stand mixer)
2. Add egg yolk in 3 inclusions beating at low speed. Scrape the edges at every inclusion.
3. Add the baking powder to the flour and mix well. With a spatula, gently fold in the flour mixture in the above batter.
4. The dough is ready to be rolled. Take baking sheets and roll the dough with a rolling pin. It should roughly be 1cm thick.
5. Cut the dough with a cookie cutter (you can use any desired shape). Place the cookie on a greased tray and place it in the refrigerator for 30 minutes to harden it.
6. Bake at 160 degrees for 15-20 minutes (time and temperature vary depending on the oven).
7. Cool it on a cooling rack until completely cool.
8. Serve it fresh with a glass of plain cold milk or a hot coffee.





## PÂTE CRÊPES SUCRÉES

Makes 5 Crêpes

### INGREDIENTS

**Flour** 250g  
**Castor sugar** 50g  
**Eggs** 4  
**Milk** 50 ml  
 Pinch of **Salt**

### Toppings (your preference)

Fresh berries or bananas  
 Fruit compote  
 Nutella  
 Chocolate chips

### METHOD

**1.** Whisk eggs, add sugar in inclusions and whisk at medium speed. Whisk until it is thick, pale yellow and all the sugar is dissolved. The mixture should reach the ribbon stage.  
**2.** Mix flour and salt together and fold in the flour mixture and milk with a spatula in alternate inclusions

(5-6 inclusions.)

**3.** Refrigerate the batter for a few minutes.

**4.** Lightly spray a non-stick pan with butter and heat over medium heat. Pour  $\frac{1}{2}$  cup batter on the pan and spread it with a circular motion with a ladle until spread over the entire pan.

**5.** Cook for roughly 2-3 mins until the sides of

the crêpe start to curl and brown a little. Flip the crepe and continue cooking for another 2-3 minutes until golden brown.

**6.** Voilà! Your crêpes is ready. Fold it in the desired shape.

**7.** You can serve it with fresh fruits, fruit compote, fresh gelato or the classic crêpes combination - banana and Nutella.

# SCINTILLATING THE SENSES WITH FOOD



Jahnabi Basumatary - Eindhoven, Netherlands

Jahnabi Basumatary's aesthetic feed speaks volumes about her eye for styling, photography and curating exquisite food recipes. She goes by the handle **@pride\_n\_food** on Instagram, where you can check her artistic work.

Jahnabi, an ardent foodie, has her roots in the far eastern part of India- Assam. She has a PhD in mechanical engineering from the UK and has a black belt in Kung Fu. She has an artistic eye for details and creativity, with most of her hobbies strongly revolving around art, such as dancing, art and music. Some of these hobbies have side-tracked since transitioning into adulthood, but the one thing

that has only gotten stronger over the years are her culinary escapades.

### **Her Relation With Food**

Growing up, Jahnabi was exposed to various global cuisines because her mother avidly researched and recreated all the dishes she got her hands on from all the nooks and corners of India and other countries.

“Following closely in my mother's footsteps, my passion for flavours and cooking started in the wee age of 7, when I started creating some simple recipes under the prudent supervision of my mom. But my exploration and experiments with food only started after I moved to the UK in 2011 for my higher studies. Ever since, there has been no looking back.” She states.



### Her Blogging Journey and Focus Point

She started her food blogging journey in 2012, but in those days, she didn't have an Instagram account. BlogSpot was the platform where she began her blogging, which was essentially a personal journal but morphed into a medium for expressing her thoughts. She took a break from blogging in 2017 and resumed again in 2018, this time on Instagram.

"I started blogging in 2018 on Instagram. My passion for cooking was revived and my prime focus was on colours. I think of food as a medium for art. But coming from a scientific background, I also love to learn about the science behind cooking. I love to play with natural food colours, so much so that I even did the 12 weeks 12 colours challenge in 2020, where my husband and I cooked meals with only one coloured ingredient every week." She shares excitedly.

### Her Cooking Inspirations

Sharing about the sources of inspiration for her work, she reveals, "First and foremost, my mom! She is the reason I ever even started looking at food as an art medium. For me, food was more than just sustenance. I take a lot of inspiration from nature itself- from its hues to textures to shapes and forms."

### Her Go-to Comfort Recipe

She loves gorging on a warm bowl of noodle soup and her sinful indulgence are a bowl of freshly baked homemade potato chips.

### Her Strengths and Skills to Master in the Future

Her forte is Indo-Chinese cuisine, as it was a staple in her house in her formative years. Therefore this cuisine comes naturally to her and she can cook it effortlessly.

Speaking about polishing her skills, she shares, "I am still learning a lot about the art and science of baking desserts and would love to get to a pro-level someday."

### Making Her Stand Apart

"I develop my own recipes whilst sticking to a colour theme. That is the one thing I find the most unique about my account." She shares candidly.

### The Food She Enjoys Cooking

She loves to cook a melange of world cuisines every week and loves to prepare everything from scratch. She particularly loves to cook Italian dishes, especially pasta, where she likes to make the sauce and the pasta, all from scratch.

### Food, Photography and Everything in Between

Jahnabi shares three vital aspects she adheres by

#### 1. Natural light

She heavily relies on natural lighting, be it hard or soft.

#### 2. Props and placement

She suggests to play with minimalistic to full-frame. You don't need a lot of props, but placement is key.

#### 3. Background

For starters, a nice background can never make you go wrong.

### Some Tips for Our Readers

Looking at her pictures, we would feel that her photographs are shot on a high-end DSLR, but it's not the case at all. She shares that all of her photos are shot with her Huawei phone camera and not a fancy-schmancy DSLR. She believes and promotes the notion that you don't need fancy equipment to click extraordinary photos. You just need the right angle and a good editing app to help you go the longest way. Taking a nice frame is only half the job and editing plays the other 40-50% of the role in making a photo stand out!

She further advises, "Plan ahead as it takes good planning to deliver what you envision. Just like every story starts with a solid structure, you need to plan the theme, composition, framing, and the caption beforehand. It can feel time-consuming at first, and you don't have to necessarily do it for every post, but the more you plan in advance, the more your photos and posts will tell a story that you truly wish to convey."

## BLUE BUTTERFLY PEA TARTLETS

### INGREDIENTS

#### FILLING

**White chocolate** 1/2 cup

**Cream** 1/4 cup

**Butterfly pea powder** 2 tsp

**Blue cornflower petals** (optional)

#### TARTLET SHELLS

**Full-size low-sugar biscuits**

6-7

**Butter** 4 tbsp

#### METHOD

**1.** For the crust, blitz or crush the biscuits into crumbs using a food processor or a rolling pin in a zip-lock bag. Do this process continuously until the biscuits are crushed into fine crumbs. Transfer it to a bowl.

**2.** Melt the butter and pour over the biscuit crumbs. Stir until the crumbs are evenly coated and look wet. The crumbs should hold together in a clump if you press them in your fist; if not, add a tbsp of water at a time until it comes together. Press into little tart cups, starting from the sides and finishing with the base. Set them aside.

**3.** Next, for the filling, add the chopped white chocolate and cream together in a bowl and either warm it over a double boiler or put it in the microwave for 1 min, or until the chocolate fully melts and a nice ganache is formed.

**4.** Add the butterfly pea powder and stir until uniformly blue. Do not whisk as the air will make the surface of the filling foamy.

**5.** Pour the filling into the tart shells and let it set in the fridge overnight.

**6.** Sprinkle some blue cornflower or other edible flower petals for garnish and enjoy.







## ALL GREEN VEGAN NOODLE BOWL WITH VEG DUMPLINGS

### INGREDIENTS

#### FOR THE NOODLE SOUP

**Vegetable stock** 1 cup  
**Soba tsuyu soup base** (optionally, you can use 2 tbsp of light soy sauce, dashi and cooking sake or mirin each) 1 cup  
**Garlic powder** 1/2 tsp  
**Ground ginger** 1/2 tsp  
**Salt** to taste  
**Pinch of pepper** (black or white)  
**Japanese style soba** noodles (I used green tea soba, but any soba noodle will do) 1 bundle  
**Sugar snaps** 1 cup  
**Edamame beans** 1/2 cup  
**Pak choi** 1 small  
**Coriander** or other fresh herbs for flavour  
**Sesame seeds** (I used wasabi flavour, but any toasted white or black sesame will do)

#### FOR THE VEG DUMPLINGS

##### Fillings

**Finely chopped cabbage** 1 cup  
**Scallions/spring onions**, chopped 2  
**Salt** to taste  
**Grated carrot** 1  
**Minced ginger** 1 tbsp

##### Wraps

**Flour** 2 cups  
**Hot water** (adjust as needed) 7-8 tbsp  
 Extra flour to dust the worktop  
**Oil for frying** 1-2 tbsp  
 Water for cooking 1/2 cup



**METHOD**

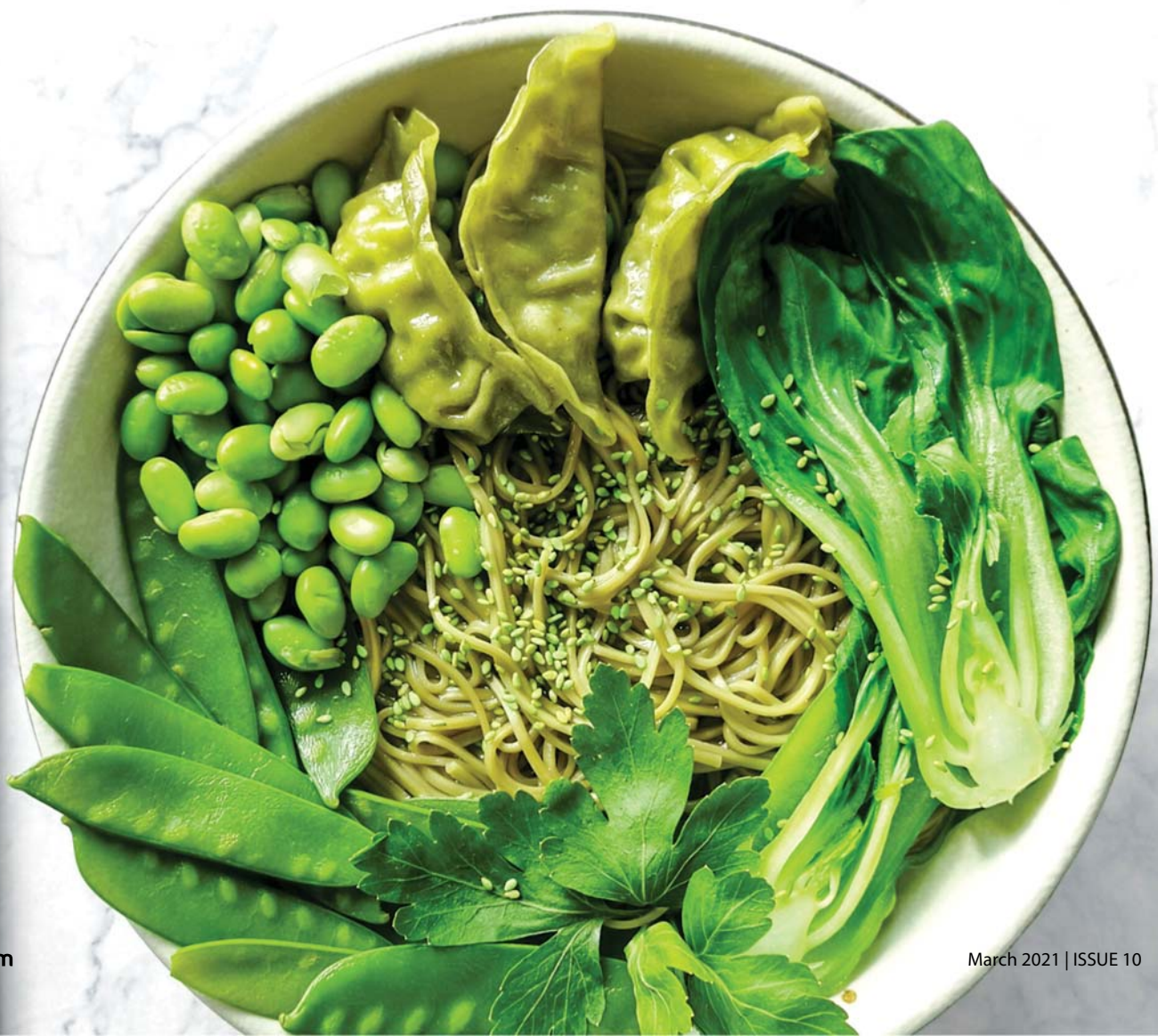
- 1.** First, start with the dumplings, mix all the filling ingredients together. You can add more vegetables here if you wish.
- 2.** Prepare the dough by mixing the wrap ingredients, knead until smooth and let it rest for 20 minutes.
- 3.** Then divide the dough into small 1-inch diameter balls. And roll the dough balls out one at a time to form thin wraps. You can also do this by rolling a big ball of dough until uniformly thin and use a glass to cut out circles.
- 4.** Take a ball of dough, add 2 tsp of filling in the middle, and wrap the fillings in whichever way you like.
- 5.** For cooking, you can either boil, steam or fry the dumplings.

I like to first fry the dumplings in oil, and once the bottom of the dumplings is browned, I add water (the volume should be less than half the height of the dumplings), cover and let it cook until all the water is gone.

**Next, let's get started with the noodle bowl!**

- 1.** Boil the water in a pot, and let it simmer. Drop in the sugar snaps, the noodles and edamame all together. Cover and cook for 5 minutes only because soba noodles do not need more than that. Drain the water and rinse them with cold water. This is to remove the starch that comes out while boiling.

- 2.** Meanwhile, add the veg stock in a saucepan and bring it to simmer. Then add the soba tyusu (or the substitute), garlic powder, ginger powder, pepper and salt. Simmer for 5 mins. Then, turn the heat off. Lastly, split the pak choi into two and add it to the soup and cover for 2 mins. It does not need to cook, only soften.
- 3.** Now, add the noodles to a bowl and arrange all the veggies around the noodle one by one. Add the dumplings on to the noodle. Pour in the broth slowly until it reaches the top of the noodle. Then lastly, add some coriander or parsley and finish off with a sprinkle of some sesame seeds. Itatakimas!





# GUILTY FREE INDULGENCE

With a taut feed and uncluttered showcase of her products, Jinal's food brand Little Less Guilty offers numerous healthy salad dressings and desserts. Do check them [@littlelessguilty](#)

Jinal Kabra is a homechef who focuses on healthy eating and her products range from salad dressings to dessert jars. She also believes in sustainable packaging because being responsible for the well-being of our planet is crucial. They sell their products in glass jars which can be reused in innumerable ways and take steps toward being eco-friendly.

## **Her Relation with Food**

Sometimes people feel guilty to have exceeded their calorie intake and to eat within the mark of a set calorie intake; we often have to sacrifice our favourite food and desserts.

Jinal understands the importance of eating healthy and came with up Little Less Guilty, which offers healthy options for desserts and has a variety of yummy salad dressings.



Jinal Kabra, Ahmedabad

Jinal says, "Our name itself describes our motive and we believe in healthy and conscious eating where people can indulge in desserts and food by eating guilt-free."

### Her Blogging Journey and Focus Point

There are hundreds of food brands that try to excel in the food industry, but only a unique product with a distinctive offering can get all the eyes on a particular food brand.

Jinal talks about her journey and share, "My food expedition and core focus has always been on one reason- it is to give people what they want. Everyone around us has food products, but we are focused on being a customised version of guilt-free (without sugar & preservatives) food brand."

### Her Cooking Inspirations

Her brand stands for guilt-free eating and her goal inspires her to leave no stone unturned to achieve what she believes.

"We all have some or the other person who inspires us to do great work, but for me, it's my conviction of combining health and taste that served as an inspiration, especially during the pandemic." She shares gleefully.

### Her Go-to Comfort Recipe

There are multiple options of desserts and all are healthy and delicious, but Rose Pistachio Dessert jar gives me so much comfort and I love indulging in it." She shares happily.

### Her Strengths and Skills to Master in the Future

She has already added a myriad of salad dressings to her repertoire and working on the taste and flavours is her strength. These salad dressings are available seasonally.

Talking about upgrading her skills, she shares, "I would like to make some more fresh salad dressing flavours for this summer to increase the options for my clients and offer them more refreshing flavours."

### Standing Apart From the Rest of the World

Not only her products but her clean and crisp



feed also plays an important role in showcasing her range and attract customers.

"Ahmedabad has a huge clientele that goes for healthy food, but they also want top-notch flavours. So we always prepare our products to deliver the best combination possible." She states happily.

### The Food She Enjoys Cooking

"I enjoy cooking Chyawanprash as it is the healthiest and purest of all the products. Of course, it is seasonal, but that's one of our best sellers from this winter. I believe that people will love your product more when you like making it." She states.

### Food, Photography and Everything in Between

To keep the attention on the products, she styles the pictures in such a way that the photographs focus on the raw products. She also swears by readymade backdrops that help in acing her product photography.



## STRAWBERRY FUSION

### INGREDIENTS

#### For the dressing

**Strawberry** 125 gms

**Olive oil** 2 tbsp

**Honey** 1 tsp

**Lemon juice** 1 tsp

#### For salad

**Romaine** 1 head

**Fresh blueberry** 1 cup

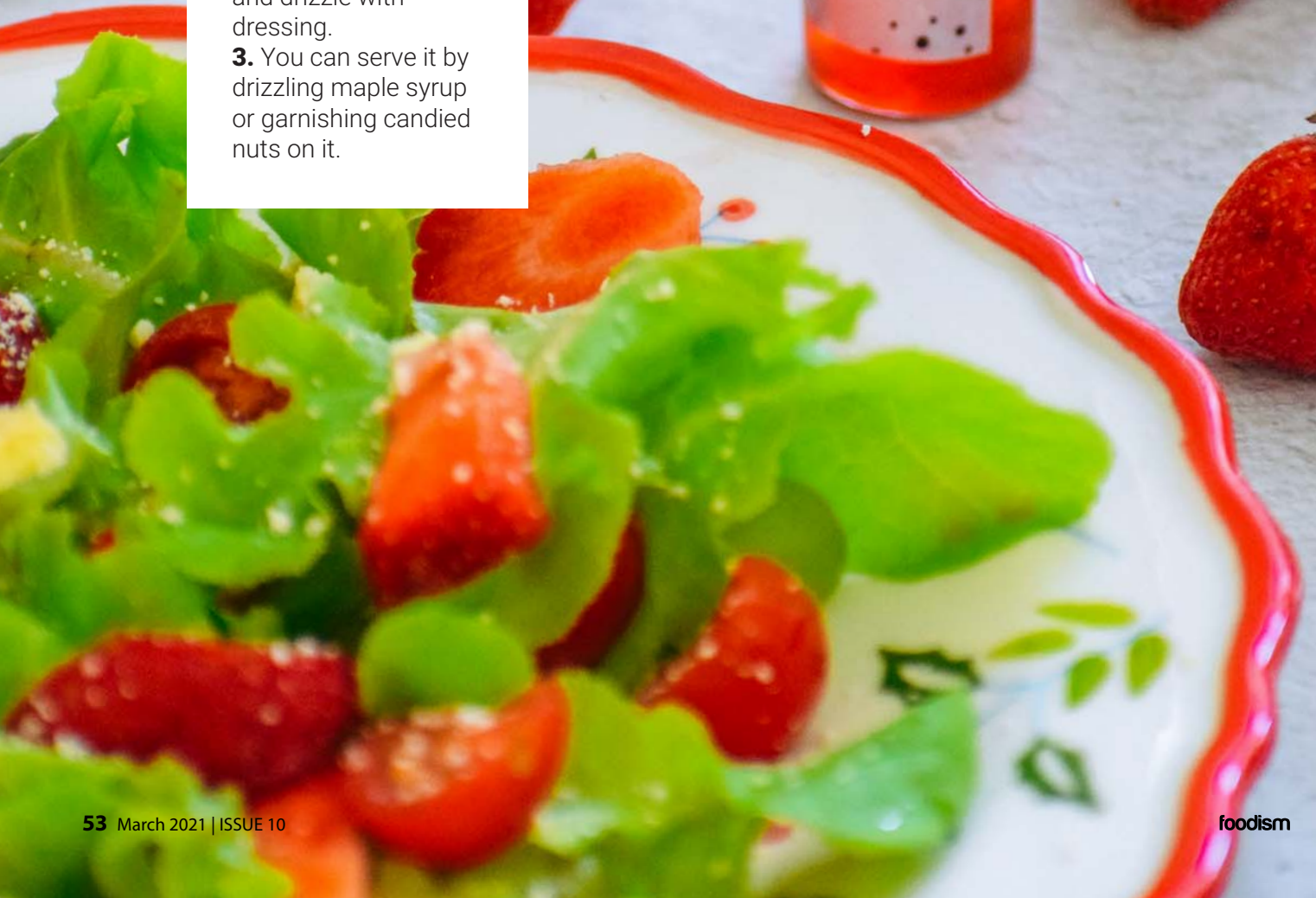
**Strawberry** 1 cup

**Pineapple** 1 cup

**Orange** 1

### METHOD

1. Combine all the ingredients of the dressing in a blender jar until smooth.
2. Add all the ingredients to a bowl and drizzle with dressing.
3. You can serve it by drizzling maple syrup or garnishing candied nuts on it.





## MEDITERRANEAN GARDEN

### INGREDIENTS

**Bunch of kale**

(de-stemmed) 1/2

**Brown rice**

(pressure cooked) 1/2 cup

**A handful of pine nuts****Cherry tomatoes halved**

1/2 cup

**Avocado** (sliced) 1**Little Less Guilty's****Mediterranean Dressing****Olive oil****Lemon juice**

**Jalapeño** deseeded 1

**Tahini** 2 tbsp

**Maple syrup** 1 1/2 tsp

**Cumin powder** 1/2 tsp

**Garlic** 1 clove

**Sea salt** 1/4 tsp

**Chilli flakes** 1/4 tsp

### METHOD

Just blend all the ingredients for the dressing in a jar until well combined. Add in the salad ingredients in a bowl, drizzle the required quantity of the dressing and mix well. Season to taste and serve.





“If there is magic on this planet,  
it is contained in water.” - Loren Eiseley

Feeling confused?  
Wondering whether  
you read it right?  
Well, we ain't fooling  
around. The title is  
as real as the Sun  
and the Moon! We  
are about to help  
you eat your water,  
figuratively and  
literally.

# WAYS

# TO

Before we start talking about achieving this uncanny feat, let us first address the elephant in the room, shall we? There must be something about this transparent nectar that humans are trying to find its traces Mars as well, eh?

# EAT

# water!

### Why Water?

Water breathes life in every single ion on the Earth. It is the second most crucial element to breathing and our survival depends on the existence of this magical potion. Our body is made up of 70% water. One drop less and it could upset the equilibrium drastically. If something is so substantial, how could our food be devoid of it?

Well, let's talk about why it is so important to us. All beings function well due to water. Be it humans, plants or other organisms - we exist because water has been nourishing our body since the conception of life.

Low on energy? Drink water. Messed up bowels? Drink some more. Want to feel energetic and fresh? Guzzle down a glass of cold water and witness the mystical powers of this potent liquid.

There would be no saliva if there were no water in your body. You can digest food because of water. It breaks down the food and helps the nutrients reach different parts of the body through your bloodstream. It is the oil that keeps your joints and muscles flexible. It facilitates good cognitive functioning. It helps flush out toxins and other unwanted substances from your body. It makes your skin glow. Your balanced body temperature is the result of water as well.

# WATER!



Now that we've given you the gist of why water is the second-best thing to have happened to humanity, let's get to the point. If you are not a massive fan of drinking this odourless, clear liquid because it is too plain for your taste buds, then here's a way of eating your water - consume these veggies and fruits regularly to keep thy self hydrated.

# FRUITS

## Cucumber

95%

Wondering why Cucumber is listed under fruits and not veggies? Well, it is, in fact, a fruit! Learned something new today, didn't you?

This refreshing and crunchy fruit is bursting with antioxidants and nutrients like Vitamin K and C and has significantly fewer calories. It is perfect for salads and infusions and keeps your blood sugar levels low.



## Tomatoes

95%

This sultry red fruit is brimming with Lycopene, Vitamin C and K and other minerals that keep you hydrated for long hours. It is good for your heart and skin and prevents cancer as well. Make some piping hot soup or eat it raw; the hydration is real for this one!



## Coconut Water

95%

This sweet water is rich in antioxidants, is good for your heart, maintains blood sugar and blood pressure levels. Suffering from kidney stone problems? Drink loads of this translucent Amrit and see the difference. Drink it as it is or add it to fruity mocktails and you are sorted.



## Watermelon

92%

This pulpy fruit is filled with Vitamin A, C, B1, B5, B6, Lycopene and other potent nutrients. The hydrating fruit reduces inflammation and prevents blindness. It is wonderful for your skin and hair and improves digestion like nothing else does. Add it to fruit salads or make a smashing Greek salad and you are sorted for summers.



# VEGGIES

## Lettuce

96%



These crisp salad leaves are full of water and pack a mighty punch of antioxidants, Vitamin A and K. Keep your heart healthy and your blood pressure under control with these sweet, crunchy leaves. Want to lose weight? Have a big bowl of lettuce salad or make lettuce soya chunks wraps as a healthy snack.

## Celery

95%



This crunchy cousin of parsley is refreshing, zesty and oh so hydrating. It gently and gradually affects your sugar levels which creates a low glycemic index. It is good for your digestion and gut and helps in keeping different ailments away.

## Mushroom

91%



This umami fungus is good for your brain cells and good for your heart as well. Some of them have a lot of Vitamin D if they have been grown in sunlight. They are suitable for your bones and boost your memory. Did you know? You can't overcook mushrooms. Cool fact, right? So make crostinis, add it to omelettes, pasta or make creamy soups - the world is your oyster (mushroom).

## Broccoli

91%



It is oozing with Vitamin C and antioxidants that reduce cell damage due to radicals. This cruciferous veggie is good for your heart and helps in controlling blood sugar. Constipated much? Have some broccoli. Feeling hungry? Blanch some Broccoli and toss it with some garlic, et voilà!

The summer season is right around the corner, so add these yummy edibles to your diet and don't forget to keep yourself hydrated at all times.



# 101 HYDRATION

Now that you know about these hydrating edibles, here are some quick and easy ways of hydrating like a boss.

# 1

### ***Infused Goodness***

Say goodbye to plain ol' water and say hello to Infused water, the new way of drinking and eating your water simultaneously. Just add a bunch of hydrating fruits and herbs to your water - like slices of cucumber, watermelon, pineapples, lemon, apples, lime, oranges, strawberries, raspberries, blueberries, ginger, mint, spinach. You can drink these concoctions and eat it too! Magical, isn't it?

### ***Alternate Drinks and Beverages***

Drink milk, buttermilk, curd, fruit juices, smoothies, herbal teas/infusions, soups, slushies and ice popsicles (golas) to quench your thirst. If you feel lazy while drinking water, then consuming liquids in different forms is what will float your boat (pun intended). India has a lot of interesting cool beverages that have a lot of cultural significance. Be it the icy cool 'golas' in a bazillion flavours or the tangy and refreshing 'sharbats' in technicolour hues - we've had them all.

# 2

# 3

### ***Oral Hydration Solutions***

There are times when we exert ourselves more than we should or suffer from diarrhoea/vomiting, leading to dehydration. The techniques, as mentioned above, might not work here, so consuming prescribed ORS formulas might help. You can also make a quick, home-made ORS potion of sugar, salt, water and lemon juice.

# GOBBLEUP

TYPES OF CHEESE

L I H F Q R A U R R O Z E L M C V S  
M B O C C O N C I N I W V P T O T C  
O K J H A Q G O U D A W J A C L F L  
Z L E E B M X O H F M J B R P B E Z  
Z C A D P C E C M B F A R M F Y T B  
A X S D A G R M L N B Y I I Z B A N  
R L X A Z H S A B P B D E G V F W B  
E Z Z R Y K U W J E E Z O I B G G P  
L F B K K Q H X U L R Q K A L Y G I  
L Z X Q T L Z C A J C T B N B T E P  
A Z Q P V B L F J M K H U O G B L X  
Q J W C R M A S C A R P O N E X R R

BOCCONCINI  
BRIE  
CAMEMBERT

COLBY  
FETA  
GOUDA

MOZZARELLA  
PARMIGIANO  
CHEDDAR  
MASCARPONE



Plating is an integral part of food because we don't just eat with our mouth, we eat with our eyes as well. Plate It Right is a special segment where we bring forward some easy and fun plating techniques to make your food look like a million bucks.



# Plate It Right



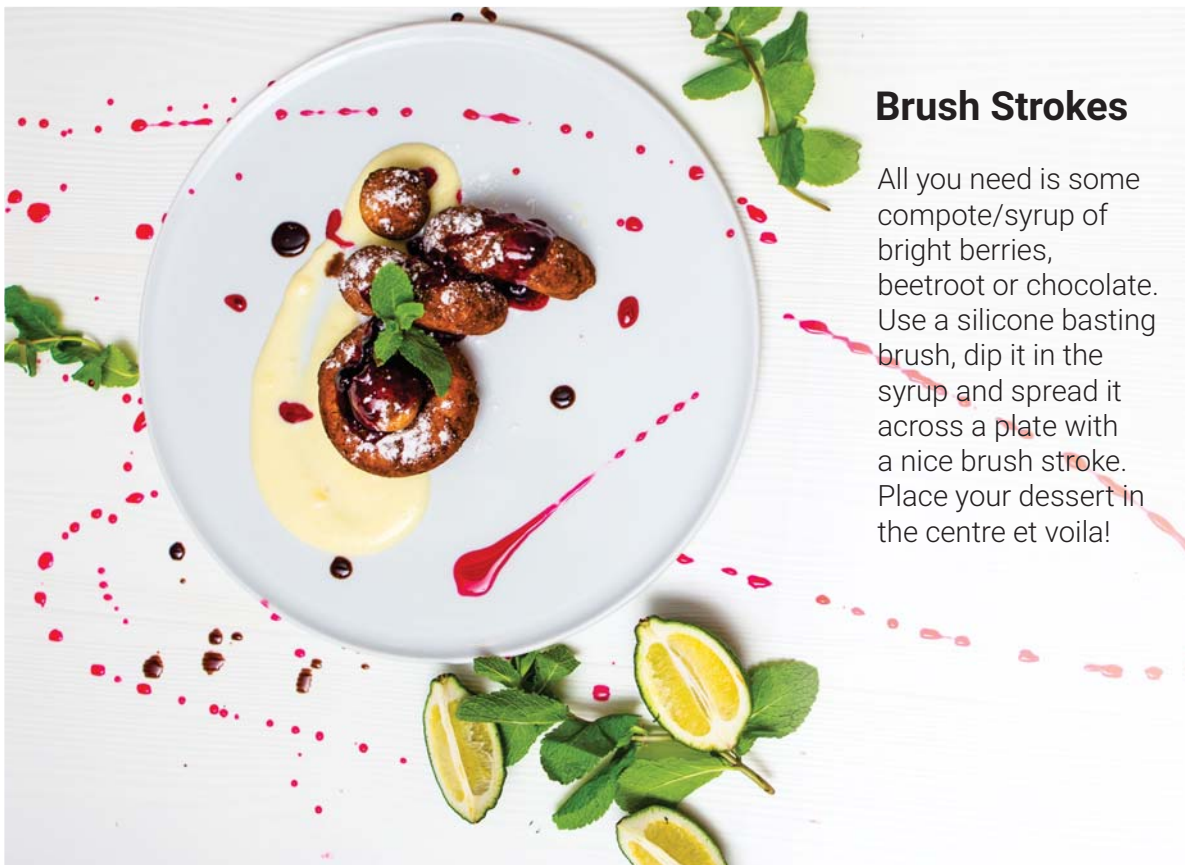


## Fairy Dust



This plating hack can incorporate light or dark coloured plates. For a light coloured plate - Place a fork and a knife crossed against each other and grate dark chocolate or coffee powder on the cutlery. Carefully lift the utensils and what you are left with is a silhouette of the utensils. Place your dessert next to it. For a dark coloured plate - Repeat the same procedure but with powdered sugar or white chocolate.

You can choose any shape you like and repeat the same procedure.



## Brush Strokes

All you need is some compote/syrup of bright berries, beetroot or chocolate. Use a silicone basting brush, dip it in the syrup and spread it across a plate with a nice brush stroke. Place your dessert in the centre et voila!





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**foodism**

“if it’s food,  
it’s foodism”

# Talks

Foodism Talks is a segment where we bring excerpts from the interactive live sessions with several renowned faces and their love for food, on our social media platforms. This segment provides a sneak-peek into their eating habits and their relationship with food as they discuss everything about their lifestyle.

Foodism Talks unfolds the excerpts from the live sessions hosted with celebrities including Tina Ahuja and Chef Harpal Singh Sokhi as they share their food stories and experiences.





# TINA AHUJA

Tina Ahuja, an actress and a foodpreneur, talked about her food venture, Healthy Crush.

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"I have always been into eating healthy food items like veggie and fruit salads. We all feel lazy sometimes if we have to buy groceries and prepare food after a tiring day at work, so I came up with an idea to provide healthy food options like salads, smoothies, juices etc and deliver them to the doorstep at a nominal price." Tina explained.

Healthy Crush was started with the sole purpose of creating a brand which is easily accessible for people to adopt healthy eating habits and lifestyle. All the ingredients are sourced from authentic farms and vetted suppliers. The kitchen strictly follows the safety and hygiene guidelines set by FSSAI to ensure high-quality products.

The customers can have weekly or monthly subscriptions for the food they like and choose to customise it according to their preferences or

the problem areas they are dealing with like fitness, healthy skin, weight loss etc.

There are a lot of exciting products that Healthy Crush is proud of. One of them is a delightful lemonade that is quite different from the usual ones. "Charcoal lemonade is one of the juices that is liked by all the customers at Healthy Crush and can be had pre or post-workout." she shared excitedly. The juice is made with a concoction of healthy ingredients like charcoal powder, lemon juice, black salt & a pinch of sugar.

Concluding the live session, Tina said, "Foodism is an amazing venture where they provide a platform to home chefs and upcoming food brands. They have a well-functioning website where they encourage homechefs to submit their creations in the form of a recipe or an article and their magazine is also worth a read.."





# CHEF HARPAL SINGH SOKHI

Chef Harpal Singh Sokhi, a prominent chef in the Indian Food Industry, talked about his idea of coming up with the whole 'namak shamak daal dete hai' concept and his venture into making probiotic foods.

“When I was shooting Turban Tadka, my director told me, “The world should remember your legacy even when you leave the world. Such should be your impact on the show.” When I was preparing for the show, my daughter was reading a book on the history of India. I came across the Salt Satyagraha, where the patriotic leaders protested against the Britishers. Salt is an indispensable ingredient when it comes to cooking. I felt like I had to talk about it somehow and give a funny spin to this essential ingredient and that is how I came up with the Namak Shamak song. The idea behind the song was to make the cooking experience enjoyable for all the housewives and help them associate with a catchy song. Soon the popularity of the song spread like wildfire and the rest is history.”, quips Chef Harpal Singh Sokhi on the conception of namak shamak.

He also talked about how the image of Indian cuisine has changed drastically. “Indian food was considered spicy and Indians in foreign countries couldn’t get a house easily because the locals felt the entire neighbourhood would smell of Indian spices. But times have changed. The world can’t get enough of our curries and our food is getting celebrated everywhere for its unique flavours.” He shared.

The chef spoke about how the pandemic hit India but believes that Indians recovered better than other countries as food has played an important role in helping coronavirus patients recover and get back on their feet. Turmeric has now become a superfood worldwide, but India already had access to it and used it in their everyday food. Similarly, giloy became famous for making kadha. Giloy kadha has become a known remedy all around the world to build immunity and fight the deadly disease.

When asked what motivated him to make probiotic food, he shared, “Probiotic food

helps to build enzymes, keep the gut clean, and build a better digestive system. There’s a difference between Ayurved and probiotic food where Ayurved says that the food should be fresh while probiotic food needs to have enzymes and good bacteria that can keep the gut healthy. Curd is good for our health, idli and dosa are also fermented foods, but when they are heated, the benefits of the fermented food are nil. There’s a count of good bacteria which is required to categorise probiotic food. Probiotic food not only makes the gut healthy but also makes the mind healthy.” He explained.

The Koreans eat kimchi and the Germans eat sauerkraut, both of which are probiotic foods. There’s an opinion that red meat is unhealthy, but if eaten with probiotic foods like kimchi and sauerkraut, it controls cholesterol, blood pressure and keeps the gut clean.

He also advised, “People should make curd and other probiotic foods at home. Whenever you make probiotic foods, it is important to consume it quickly as it has a low shelf life due to the oxidation of the ingredients.”

He further shared that all the nutrients are in the potato’s peel and the inside of the potato is carbohydrates and starch. He shared an innovative use of potato peel. “You can fry the peels till they turn crispy, broken into pieces, add some roasted sesame seeds, spices and salt and crush all of this together. When you have your lunch or dinner, it can be eaten as a side dish with dal and chawal.”

In the end, he gave a tip for people with sinus to eat Mirchi ka halwa and it is said that mirchi ka halwa helps you feel light after you’ve had a heavy meal.



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

# ZODIAC FUN FOOD FORECAST

## ARIES



Go to the hall and declare it to the world (or your family) that you will cook for the entire month of March to commemorate the efforts of the boss of the house - your mom! The bonus point is, you get to decide the menu: no 'Galka, Tinda, Karela' for a month (pew, godsent). Say hello to yummy sandwiches, pizzas and maybe, just maybe, some salads!

## GEMINI



We know how much you hate drinking water, but soon the mercury levels are going to rise and how! So, eat as many water-rich fruits and veggies as you can and keep sipping on some infused water. If you want to grab a quick bite, then have a cool bowl of Greek salad with some crushers. Believe us, if you pee right, you shine bright!

## LEO



The fiery Leo women are glorious beasts who can devour huge boxes of pizzas in one go. Treat them like the queens they are and take them out for lavish dinners and eventful brunches to show your love for them! If you've had some tough arguments, then there's nothing a good meal can't fix!

## TAURUS



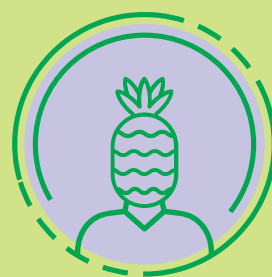
Your patient nature and inner zen mode is as firm as tofu - but the Hulk in you comes out when someone steals your cheese popcorn. Just like the mighty Hulk, you are always 'hangry' and just like Joey, you don't share food. The best solution then, is to buy individual popcorn, so that everyone can keep away from your food.

## CANCER



If you had an autobiography, the title would surely be - 'Touch My Cake to Die'. We know how particular you are about baking and absolutely hate it if someone interferes in the process. Here's a better way to deal with it - Start your cloud kitchen and have a professional studio where you can bake to your heart's content and sell it hot and fresh.

## VIRGO



Your loyal nature and love for food will be the start of something new and refreshing. Are you thinking of starting your own salad bar? Then this is the right time to do it. One year has passed since the Lockdown and the industry is going through a metamorphosis. Be a part of this change and turn a new leaf (pun totally intended!)

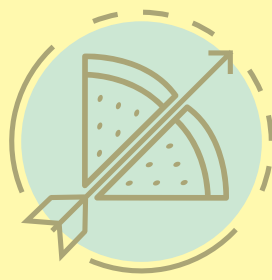
Will this month be sweet, savory or sour – let's find out!

## LIBRA



You've waited all this while for the restaurants to open again and the food gods have heard your plea! Your favourite Oriental restaurant will open soon for takeouts and bring in a wave of happiness. You can even try the new paani puri vending machine that doesn't need the sweaty hands of a paani puri waala. So eat away to glory!

## SAGITTARIUS



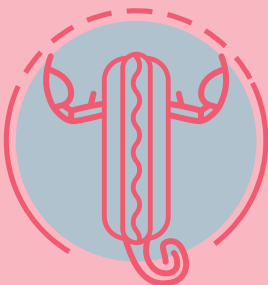
Your sense of humour has led to a lot of food puns that keep people happy and entertained. Guess what; this is the right time to start a fun page that runs on these food puns and let the world know how 'berry punny' you are! Who knows, you might end up on a date with an admirer and start a new journey that's all about food.

## AQUARIUS



You love eating all-things-red, and your love for chilies is legendary. However, with loads of spices, come loads of hiccups followed by some mighty burns the next morning. Not every dish has to be 'tez tarrar' like you. Our advice - drink ample amount of water and just remember - 'Haye Haye Mirchi. Uff Uff Mirchi'.

## SCORPIO



You are incredibly filmy and stubborn and want to try out all the dishes you view on TV. This is probably why you've been craving some 'bhelpuri' – just because you heard the song 'Main Toh Raste Se Jaa Raha Tha'. Create a chaat corner at home and become the bhel wale bhaiya you miss so much! Don't forget to have Hajmola to digest all that junk.

## CAPRICORN



Are you desperately waiting for Holi so that you can devour your mother's gujiya and puran poli? Why wait for her to make it, when you can surprise her by making piping hot gujyas and saccharine puran polis on your own, just to see her eyes sparkle with pride. Throw a pre-Holi food party for your close friends and impress them with your cooking prowess.

## PISCES



The wedding season has begun after a sabbatical. You have been craving 'Shaadi Waala Khana' for a year now, so attend an intimate wedding and be careful about the chaat marathon you are planning to have because that could turn into a nightmare of multiple bathroom trips. So be very careful - other than that - 'Shaadi Mein Zaroor Khana!'

*\*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.*



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