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MAY-JUNE 2024 | ISSUE 2

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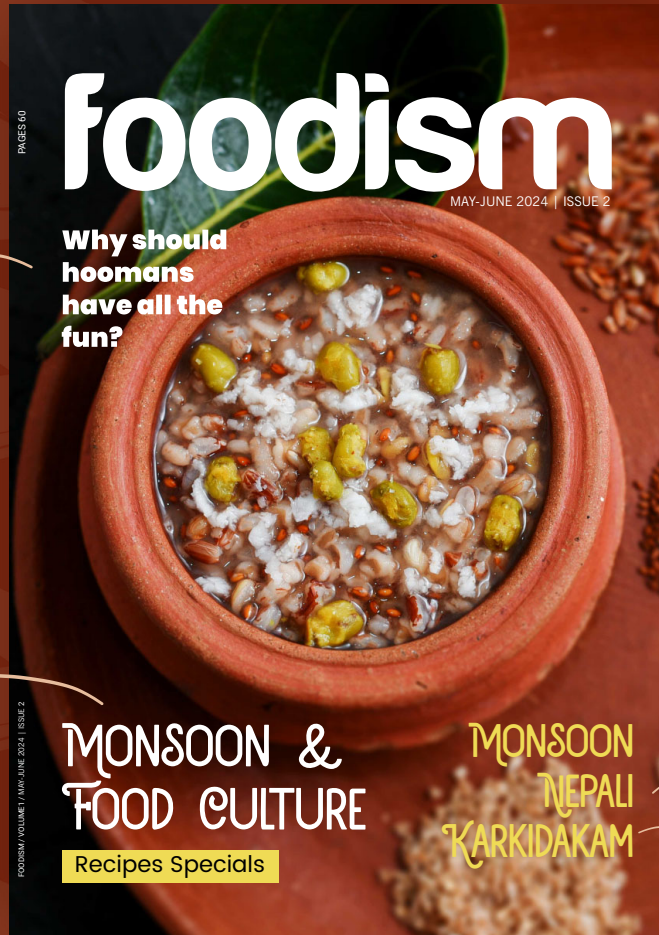
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foodism
"if it's food, it's foodism"

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From The FOUNDER'S DESK



Dear Foodies,

There is nothing in this world that matches the first scent of rains and the sizzle of hot bhajiyas and roasted charred corn and that is what this issue is attempting to encapsulate.

We bring to you the Foodism Monsoon Issue – this one's special. Not only because this is our favourite season but also because this will be the last Foodism issue for some time. We assure you, we will be back with this magazine very soon but currently our team is working to bring forth an exciting new offering for food industry insiders.

Our website Our website www.foodism.xyz is live and waiting for you – go upload your recipes, share some love, refer to someone's mouth watering recipes and make them your own. Feed your family completely new and delicious preparations from the thousands of recipes on our website.

We'll be back – this isn't a goodbye it is a pause, until we can bring to you something bigger, better, tastier!

We trust that you will wait for us.

Thank you for the loyalty and love,

Vyom Shah

Vyom Shah
FOUNDER, FOODISM



Monsoon Recipes

What better than to indulge in a spicy plate of hot pakoras on a rainy afternoon? Let us correct you. While pakoras may sound tempting, we've curated a bouquet of innovative and unique recipes shared by homechefs across the world. These recipes are best served hot and will keep you healthy, happy and satiated when the clouds pour upon us. Get your hands on these amazing dishes as soon as possible – deliciousness valid only till the rains last!

CHILLI GARLIC SWEET CORN

Indulge your tastebuds with the perfect blend of sweetness, spiciness, and crunchiness with this chilli garlic sweet corn recipe. Perfect for those cozy rainy evenings!



by Dr. Rupali

Ingredients

2 cups Sweet Corn Kernels
 2 tablespoons Vegetable Oil
 4 cloves Garlic, minced
 1 teaspoon Red Chilli Flakes
 1 tablespoon Schezwan Sauce
 1 teaspoon Sesame Seeds
 Handful Spring Onion, chopped
 2 tablespoons Soy Sauce
 1 tablespoon Vinegar



Instructions

1. Boil the sweet corn kernels until tender.
2. In a mixing bowl, combine chilli flakes, sesame seeds, soy sauce, vinegar, schezwan sauce and chopped spring onions.
3. Heat the oil until it's hot and add minced garlic in it.
4. Carefully pour the hot oil over the mixture in the bowl. Be cautious, as it may sizzle.
5. Stir the ingredients well to create a flavourful sauce.
6. Add boiled sweet corn to the sauce, ensuring an even coating.
7. Toss the sweetcorn until it is well-covered in the spicy garlic mixture.
8. Garnish with additional spring onion if desired. Serve hot and enjoy the irresistible
9. Combination of sweet, spicy, and garlicky goodness!

CHEESE CORN BALLS



by Vindhya Balanna

Ingredients

For Coating

Make a thin slurry with these ingredients

2 tbsps Maida
 2 tbsps Corn Flour
 1/2 tsp Red Chilli Powder
 Salt & Pepper
 Water
 Around 1/2 cup, Panko Bread Crumbs

Ingredients for cheese corn balls

4 boiled Potatoes
 1/2 cup boiled Corn

1 Small- medium sized Capsicum chopped finely
 2 tbsps Grated Cheddar Cheese
 1 Grated Processed Amul Cheese Cube
 2 Green chillies
 1 tbsp Chopped Coriander Leaves
 Grated Garlic (using 4 cloves)
 Salt to taste (adjust carefully)
 1 tsp Red Chilli Powder
 3 tbsps Pánko Bread Crumbs
 1 tsp Red Chilli Flakes
 1 tsp Oregano
 8-10 Small Cheese Cubes or Mozzarella Cheese Cubes
 Oil for frying

Instructions

1. Boil & grate potatoes
2. Shred the boiled corn kernels
3. Add in finely diced capsicum , cheddar and processed cheese, green chillies,garlic, coriander leaves, red chilli powder, salt and pepper,panko bread crumbs, chilli flakes and oregano , mix them all together, form a dough and keep it aside
4. Take equal size dough balls of the potato mixture, flatten it and insert a small mozzarella or any cheese cube in the centre and enclose it with the mixture and make equal sized balls
5. Now dip each balls into the slurry (mentioned under coating)and coat them rolling over the panko bread crumbs, refrigerate the cheese corn balls for 20- 30 minutes before you deep fry them.
6. Deep fry them in hot oil until they turn golden and crispy !!
7. Serve them hot with some flavoured mayo and ketchup !



CRISPY AND CHEESY MC PIZZA PUFF

Ingredients

For Dough

1 cup Maida
1tbsp Oil
Salt to taste
1 tsp Ajwain
1 tsp Baking soda

For Filling

Chopped onions
Chopped bell
peppers
Salt
Schezwan sauce
Tomato ketchup
Cheese
Italian herbs
Chilly flakes
Oil for Frying



By Shyama Thanvi

Instructions

1. In a bowl take maida , add oil, baking soda, salt and ajwain and knead a semi soft dough and keep aside to rest for 10 minutes.
2. In a pan heat oil , add onions and sauté till translucent.
3. Now add remaining veggies followed by salt and sauces in it.
4. Now add chilly flakes and Italian herbs in it and mix it all together.
5. Let it cool for 15 minutes.
6. Now roll out a chapati from the prepared dough and cut the edges to give it a square shape.
7. Now cut 2 strips, and place filling on the one dough strip.
8. Now place the second strip over the first strip and stick with the help of maida slurry and give impression with the help of the fork to seal it properly from the edges.
9. Keep these Mcpuffs in fridge for 20 minutes.
10. Now add oil in a pan deep fry the prepared McPuff till golden and crispy on low to medium heat.
11. Serve immediately with any dip of your choice.

CHINESE PAKODA

Ingredients

400gm grated, Cabbage
1/2 cup grated, Carrot
1/2 cup finely chopped, Capsicum
1 cup chopped, Spring Onion
2 spicy Green Chillies
3 tbsp Red Chilli Sauce
1 tbsp Soy Sauce
1 tbsp Vinegar
1 cup Maida
1/2 cup Cornflour
Salt to taste
1/4 tsp Aaji no motto (optional)

Instructions

1. Take one big mixing bowl.
2. Mix all the ingredients (except oil) very well.
3. Don't add water.
4. Fry the pakoda in hot oil.
5. Keep the flame high while frying pakoda.
6. Serve hot with green chillies.



By Niki Mithaiwala



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A DATE WITH THE DELECTABLE

Jyoti Kalburgi was a homemaker and entrepreneur until she discovered content creation – there was no stopping her then. With 300K+ followers on Instagram she has taken the internet by a storm with her delicious, convenient, hassle-free and easy recipes. Here's all about the chat we had with her.

Insta Handle: @jyotiz_kitchen

What inspired you to become a food content creator? Can you share your journey on how you started your career in this field?

I was a homemaker and was looking after a business but when domestic priorities called, I gave up my profession to be a full-time mom and homemaker. I loved cooking and would prepare different foods for my family focusing both on health and taste. My growing daughters inspired by to take up documenting my recipes digitally and I started a Youtube channel called Jyotiz Kitchen where I showed innovative recipes.

How do you come up with new and interesting ideas for your content? Can you walk us through your creative process?

We give good quality videos and I think that is why my audience loves my content. Recreating old recipes with a fusion twist is my forte and I believe that is also what is working in our favour.

What are some of your favourite food trends that you think will be popular in the coming year?

We have recently started using recipes suggested by celebrities. People are very interested in watching unique contents and thus we received a lot of love and support for these videos. As we look into future, we feel recreating videos with fusion will be an attraction for audience.

What are some of the biggest challenges you face as a food content creator and how do you overcome them?

Initially, We faced a lot of challenges with video editing and other technical stuff as we don't belong to this background and had no idea how

this actually works. But as time passed we kept improving, overcoming the issues and learning new things at each stage of our journey. Today, people love our content and the video quality. This makes us realize how far we have come. As I mentioned earlier, I started this channel for my daughters, but now it's them who have made me succeed in this. My daughters handle all the processes, from videography to video uploading.

How do you engage with your audience and what kind of feedback do you receive from them?

We create our own audio which later on is used by other people too .People remix reels with our reels, many brands collaborate with us and people share our reels to a large extent. This helps us connect to the audience and interact with them. Many people try our recipes, suggest us to make new recipes and appreciate us with their feedbacks. This feedbacks makes me realize I succeeded and achieved my goals.

What are your future plans?

Last year, we made modaks, idlis, dosas..using Blue pea flowers. People showered immense love to this innovation which made it our videos reach a lot of audience. Many magazines such as Hindustan times, ndtv food, curly tails, bharrattimes now, asianet news, loksatta live,India today , etc featured us in their magazines . People are interested in our personal life too. They insist us to upload videos on our personal life..So for a change, we sometimes upload videos showing our savaji tradition and cultures and the way we perform our rituals.

BAKING FOREVER AFTER



Divya & Hitesh Ranglani

A hit with most B-town Celebs, this baker couple duo has won hearts across the Mumbai with their tasty, healthy treats. In conversation with Divya and Hitesh Ranglani.

Why did you choose baking as a career? What motivated you to go on?

My journey as a celebrity baker started with an intense desire to make guilt free treats that were nourishing. I have always been very passionate about healthy and nutritious food and believe in substituting sugar with natural sweeteners, refined flour with superior flours and using wholesome good quality ingredients to create desserts that taste good and satiate sugar cravings without harming our body. It all began when Anita Raj tried the super healthy date carrot cake I used to make at home for my family. She absolutely loved it and recommended it to actress Zareen Watson – her fitness trainer.

Slowly other celebs like Sonam Kapoor, Malaika Arora, Lara Dutta and other socialites and



influencers began to order from us. Zareen also ordered our cakes and salads for her café, there was no looking back then. This is what made me go on, the love my food received.

How do you work when you have large events to cater to and simultaneously custom orders for cakes and other goodies?

I believe it is all about organising and staying organised and tuning in well with our client's needs. We ensure that we take down the smallest details of what our client wants and understand dietary preferences and restrictions – these days with gluten-free, dairy-free, vegan etc. everyone's preferences are unique.

What are your favourite gluten-free and vegan treats from your menu?

Our top picks for vegan and gluten-free treats are the Orange Dark Chocolate and Quinoa Zucchini Roasted Almond. These two options have got plenty of love for their amazing taste and ingredients. It's rewarding to see customers, even those from far out places like New York, UK wanting to take back home these products not only for themselves but also as gifts for their friends & family.

What are the challenges you face at work and how do you overcome them?

Order customisation is challenging work – especially for celebrities, considering they are very particular about preferences and allergies. Keeping the product fresh, decadent and tasting good is also a challenge.



We also face issues when we encounter slight delays in order fulfillment. Some clients tell us that they feel they did not receive their order on time because they are not celebs but that is not true – we do face logistical challenges sometimes.

What advice would you give to someone who wants to pursue a career in baking?

If you're thinking about becoming a baker, realise that it's an extremely competitive market especially post

covid. Focus on improving your skills, & experimenting with different ingredients. Find your own unique style and niche. Why be a copy when you can be an original!

Share with us your most memorable creation.

One of the very first celebrity birthday party cakes that we had done was for Sonam Kapoor's birthday cakes, ordered by Sunita Kapoor (she had done 5 cakes, one for each alphabet). Customising Karan Johar's 45th birthday cake was a great experience.



How a honeymoon turned into a business idea

MAVI is the brainchild of Meenakshi & Vikram, who with the support of Mashi's mom, managed to pull off the seemingly impossible task of making and selling kombucha, they had in the USA, while on a honeymoon trip. Here's what they did.



Meenakshi & Vikram Mittal

It all started because merchant navy gives you the time to take longer vacations! That is truly the reason that gave wings to the idea of MAVI, a kombucha brand that took shape sometime in 2018 when the idea of drinking a fermented tea was yet to captivate the Indian audiences.

The long vacation home is when Vikram met Meenakshi in Jaipur. Days turned to weeks and soon enough they were to be friends. After their dramatic courtship period and wedding in 2015, the couple decided to wait until Vikram's return from sailing and they could take a proper long vacation and a honeymoon in the USA to meet the people responsible for their meeting.



In 2017, in Ashville, Meenakshi who abstains from alcohol was given kombucha as an alternative and she loved it. While Vikram didn't think of it much initially, he understood why Meenakshi wanted to take home some scoby to brew her own kombucha back home.

Thus began the journey of MAVI, some 7 years ago – simply by chance.



They completed the rest of their vacation; carefully preserving the scoby and bringing it back home to brew their own non-alcoholic alternate to sodas and colas. Vikram showed his mother in law how to make and look after the Kombucha. He barely knew the basics on how to do it, but combining all of his internet research and gaining helpful insights from her friend who was a pro at brewing kombucha, Vikram taught his mother-in-law everything he knew and took off sailing. They returned about 5 months later, coming home to bottles and bottles of kombucha, that his MIL had brewed. She had filled every bottle she could find at home including some pretty looking spirit bottles.



The couple was amazed and was still discovering the magic of kombucha, like the time they realised that it was being naturally carbonated and so had a tang of its own without adding soda. They made their friends try

some of their brews and they all loved it. No business plan was in sight yet, but they were truly enjoying the process – mainly the fact that people liked what they were making.

This gave them the confidence to sell these bottles and like every other excited newbie (more like accidental) entrepreneur they pooled their resources and went all in. “We went to a bar nearby and got them to give us all their empty bottles. We got them home and cleaned and sterilized them by hand and filled them with kombucha to sell at a nearby farmer's market. We sold all the bottles. That is what gave us the confidence to participate in more markets and selling more kombucha.”

There has been no looking back for this dynamic duo. Today, MAVI is a household name in the 'it' circles of Mumbai where their kombucha is consumed and their menu boasts of delicious ginger ale, kimchi, etc. It is healthy, delicious and quiet trendy too, to be seen with one of these cool bottles everywhere now. And it all started with an excited young couple trying to make sure both can have a good time at a party. Inspiration truly strikes anywhere!



Abhishek Khanna took the road less travelled when he quit his well paying corporate job to pursue a career in photography, starting from scratch. Here's his story.

From a 9-5 job to a 24X7 profession

What inspired you to become a food photographer? Can you share your journey on how you started your career in this field?

I have always had this special love for food. I have always loved exploring street food and food at local places during my travels. Before venturing into photography, I used to write about these experiences from my visits to different food establishments, bloggers meet or while travelling to other cities. It was in early 2016 that I purchased my first camera and started using it to capture these experiences. I fell in love with photography and started to self learn and polish my skills.

In September 2016, due to unplanned circumstances I had to leave my corporate role.

After a break of a few months, contemplating what to do next, in February 2017 I decided to pursue my passion for photography and turn it into a profession. I built my initial portfolio with all the images I had clicked so far, even photos shot on my phone. During that time I took up all sorts of assignments, I shot corporate events, birthday parties, kids portraiture, etc. I wanted to shoot as much as I could and with that polish my skills through practical experience. Even though those were good learning experiences and initially helped me financially, there was still this undying love for food

photography that I eventually wanted to explore. I got my first food photography assignment as photographer for Uber Eats. My job was to visit multiple restaurants in a day and shoot 5-6 images for each of them. I did this for almost a year and kept adding more and more images to my portfolio. I got other projects too from time to time during this association. I would also spend a lot of my time marketing my profile and sharing my work on social media, letting people know me more and my work. Gradually people started to notice my work and prospective clients started to reach out.



What camera and lenses do you use for food photography?

I use a Canon EOS R5 along with Canon RF24-105mm f/4L IS USM and Canon Ef100mm f/2.8L Macro IS USM lenses.

What type of lighting equipment do you use for food photography?

I currently use artificial lighting, I am using strobes for food photography.

Can you share some tips on how to capture the perfect food shot, especially in a restaurant setting?

For shooting professionally I always recommend using a tripod for your food shots, this lets you compose the shot with a frame to look at. You can then arrange your subject according to your frame and angle without worrying about being able to replicate it after every change you make. Work with artificial lighting and avoid shooting in the ambient light. Artificial light lets you get the correct colours and white balance. When doing restaurant photography always ensure the crockery is stain free and food looks neatly plated.



How do you ensure that the food looks fresh and appetising in the photographs?

I always work with the freshest of the ingredients, anything that looks lifeless I either change it or remove it. Fresh greens and raw ingredients are the key. When working with items such as appetisers one can always brush some oil on them before the final shot to make them look juicier and glazing in the image.

How do you adjust camera settings to capture the best possible image in low light conditions?

Working with artificial light lets you be consistent and not face this problem. However if you have to work in a low light setting, ensure you have a tripod so that you can reduce your shutter speed instead of bumping up the ISO. A tripod will give you stability and then you won't have to worry about noise in the image due to high ISO.

What are five props every food photographer must have?

I would say it has to be a mix of equipment and props to start with. A tripod is a must for me. Shift to artificial lighting as soon as you can. It always helps to have 2-3 backdrops to start with and some generic crockery such as curry bowls, dip bowls and plates. Everything else can come with time.



A would-be doctor who turned from the medical field to become a food photographer, Alok Verma has an inspiring backstory. In a chat with him, we unearth some of his best stories.

Capturing the essence of taste

What inspired you to become a food photographer? Can you share your journey on how you started your career in this field?

I was studying to become a doctor from an esteemed university in Mumbai, during which I realised that I wasn't passionate about it and that my interests lay elsewhere. I started writing about and photographing food, be it on my travels or recipes that I made, while I was still a medical intern and that drove me to learn more about food photography. Once I got my medical degree, I decided to focus entirely on food photography. I shadowed a couple of already existing food stylists to understand the technicalities and aesthetics that are essential for food photography. It's been over eight years now that I've been doing this and I've been fortunate enough to be able to work with close to a 1000 F&B brands in India and outside and just about a year ago, started my own food content studio called "Secret Sauce Studios".





What camera and lenses do you use for food photography?

For food photography, I use a Canon 5D Mark IV. Lenses that I find absolutely essential to shoot food include 100mm, 70-200mm, 24-70mm, that help me capture frames in wider as well as zoomed in frames that focus heavily on textures.

What type of lighting equipment do you use for food photography?

I have been comfortable working with Elinchrom FRX-400 lights with a square as well as Octa softbox for the longest time. If I shoot with continuous lights, I use Godox SL-60.

Can you share some tips on how to capture the perfect food shot, especially in a restaurant setting?

In a restaurant setting, capturing the tones as well as a bit of ambient lighting along with the food is quite essential. Presence of human elements helps a long way in adding the much needed life and soul in a frame. Interaction with the food, be it inside the kitchen or at the bar or in the hands of a server, works equally well for social media. Carrying a pocket light, be it Godox or a more affordable brand, helps you capture food in its true colours by omitting the possibility of grains appearing in your frame.



How do you ensure that the food looks fresh and appetising in the photographs?

A lot of people assume that food styling is all about adding artificial or fake touches to the food present. While that is sometimes important in a heavily lit setup, I believe food can appear beautiful just the way it is by controlling the setup and conditions needed to capture the freshness desired in a frame. Make sure the food has been heated or cooked just a few minutes prior to the shoot and that the frame is set by shooting with a dummy model. Make sure the garnishes have been purchased from the market the same day of the shoot. Make sure all the greens, microgreens, leaf garnishes are preserved in cold water in case they're a day old. Add a glaze of oil so the highlights add a glistening touch to the food, thereby making it look appetising.

How do you adjust camera settings to capture the best possible image in low light conditions?

If you have a tripod, your frames are pretty much taken care of in low light conditions. By avoiding shooting at a very high ISO and thereby adding unnecessary grains to your frames, work with a higher shutter speed once the camera is mounted on a tripod by still keeping a stable ISO that won't add grains to the frame. Having a portable continuous light source in low light settings prevents the

possibility of grains, just in case you aren't carrying a tripod. You have to be intuitive about this and be quick to adjust the camera settings depending on the ever-changing natural light conditions.

What according to you are five props every food photographer should possess?

A. Neutral coloured crockery:

Presence of white and black crockery in your prop closet is a big boon as they're quite versatile, especially if your food is very colourful and is loaded with textures.

B. Tweezers: To add garnishes without ruining the texture of the food, having tweezers is a must. Tweezers will also help you get rid of micro garnishes that have wilted if the frame setup is taking too long.

C. Ear-buds: This helps you remove unwanted dust and soak excess oily edges that have been smeared to the sides of a bowl.

D. Black cards: This helps prevent the presence of light in spaces you want to create deep contrasty shadows. This particularly helps if you work a lot with dark food photography setups.

E. Microfiber cloth: It's an essential tool to carry in a food styling toolkit, especially when you're shooting with reflective surfaces such as glassware. It helps get rid of tiny dust particles that cling on to the cloth as well as fingerprints and thereby give a smooth surface





BANANA BLOSSOM ACHAR

Ingredients

1 Banana Blossom
Mustard oil
Salt
Coriander and Cumin Powder
Fenugreek Seed
Green Chillies
Turmeric
Coriander Leaves
Lemon Juice

Instructions

1. Carefully sort the banana blossom, must remove the black part from the inside. Boil the banana blossoms until soft. Mash it properly.
2. In a hot deep pan, add oil, after the oil is hot add all the mentioned ingredients.
3. Saute for a few seconds and pour it over the banana mash.
4. Mix everything properly. Banana blossom achar is ready!



AMLA TITRAURA

Ingredients

Gooseberries (Amla)

Himalayan Black Salt (Bire Nun)

Cumin Seeds

Sichuan Peppercorn Powder (Nepali Timmur Powder)

Thyme



by @freshfrommykitchen

Instructions

1. Boil the amla until it's cooked.
2. Add bire nun, fried crushed cumin, timmur powder and fried thyme (lil bit of everything).
3. Mix well with your hands.
4. Make small round shape balls
5. Dry it in the sun for 3-4 days. And it's ready!

fun?



Why should hoomans have all the fun?

While us hoomans and pet parents have elaborate cakes for occasions and celebrations and little sweet treats for those sugar cravings, we can unfortunately never share these with those poochy pets we love so much. Their puppy eyes while we savour our cupcakes are too much to handle. So Bhavini Bangera started Gourmutt, a gourmet pet bakery that makes treats for pets.



Bhavini Bangera

Can you tell us about the inspiration behind starting your pet bakery?

My journey started over a decade ago, when my pet dog, Simba fell ill and passed away at the very young age of seven. Due of his special dietary requirement, I researched a lot about dog nutrition and also the fact that there were not many commercially available products which were actually healthy for dogs, considering their dietary necessities. Being a Food Technologist, it was easier for me to understand this, and club it with the science and nutrition of food, which gave birth to Gourmutt. Simba is the inspiration for this brand, I owe it to him.

How do you ensure the ingredients that you use are safe and healthy for pets?

All the ingredients which are used in Gourmutt treats are tested and are procured from the best local suppliers. I do not compromise on the quality as well as quantity, and that is one reason why my treats are slightly expensive than what is available in the market. These treats go through rounds of quality and sensory evaluations before they are made available to the end consumer.

Do you have any signature treats or recipes that are particularly popular among pets?

All my treats are grain- free and all my biscuits are gluten- free. For dogs, its critical to have high protein food and protein that has been derived from animal sources only, since dogs have descended from wolves, their primary source of energy is animal protein. My treats contain 75% real fresh meat and no added palatability enhancers and sugars; they are high protein and are completely grain- free. My biscuits too contain 50% real fresh meat as their primary ingredient and no byproducts. They are 100% gluten free with no added flavours or sugar/jaggery. Thus they are completely safe and healthy for everyday consumption. The non- veg flavours are a hit with most dog consumers.

Could you share a story about a memorable experience you've had while baking for pets?

Every experience is memorable when I get to see the feedback videos of these pets enjoying what I bake for them. Some are extra special when parents actually cry and say I have never seen my pet enjoying something so much . Also, before placing their orders, when I get such disclaimers like My dog is a very fussy eater and doesn't eat anything , and the response I get post consumption What magic did you do! these make it most memorable.

What values or principles do you prioritise when creating treats for pets?

After being a doggy chef for more than a decade, I have never compromised on the ingredients used in my products. Today, Gourmutt may not be a big brand name nationally or I have not really made a fortune by what I do, but the satisfaction of baking and providing good quality food to the 4 legged is what gives me a high and purpose to keeping this brand alive. The only principle that I have followed over these years is not to compromise on anything that I use and to follow my purpose which is larger than the commercial value which is to give the best to every pet dog who consumes Gourmutt products.

How do you stay updated on pet nutrition and dietary trends to ensure your products meet the needs of today's pet owners?

I am a part of some pet industry entrepreneur groups where I get to know of the industry trends. Besides, I also follow doggy bakers worldwide and am connected to them, which keeps me updated about the pet nutrition and trends of this industry.

Are there any special considerations or challenges you face when baking for pets compared to baking for humans?

The entire digestive system of animals is very different from humans. Of course, with time, every living creature's system have evolved, however, we need to always consider our origin. Dogs, as I mentioned have evolved from wolves, and thus their primary source of energy has to be protein. We can't be forcing in carbohydrates and fats in to their systems, which they can't digest efficiently. Derived products like wheat flour, corn flour, sugar, etc. are even worse and have to be strictly avoided. Considering all this, while formulating my recipes and also making it palatable for the pets is an activity which is ever going and needs to keep on evolving.



Do you have any plans for expanding your pet bakery in the future? If so, what are they?

Yes, expansion in order to get my products reach every pet parent is something I would want to do. It's important that pet parents understand and make it a point to read food labels to understand what goes in their pet's tummy. Once that happens, there would be awareness and need for products, which are clean and healthy. I am looking at such like-minded and ingredients sensitive business partners who can make my treats available in every part of this country.

Lastly, what message would you like to share with our readers who are pet enthusiasts and may be interested in trying out your products?

I would want to emphasize on the fact that every pet parent should look at reading the ingredients label and understand what goes in the product. Meat by products, fillers like maize, corn, wheat, sugar and other flavours are ways and means to reduce the cost of the product since this industry still is very price sensitive. Invest in good food (preferably grain free gluten free) and you will not have to later spend in medications and supplements.

Decoding Monsoon Pet Care

For most of us our pets are as good as our children – we not only love them and care for them but also end up worrying about them when they fall sick. To ensure optimum pet care, expert Veterinary doctor Dr. Shubham Kumar helps us understand how to best look after our pets during the rains.



Come rains and the surroundings turn beautiful. But along with the cool showers comes a hoard of diseases that make our pets sick – and turn us into anxious pet parents. This is why it is important to look after their health. Here's what you should do.



Food & Food Hygiene

Food spoils easily during monsoons, which is why it is important to give extra attention to raw meats and raw foods. Avoid giving them foods that smell off and are funny to the touch. Stick to foods rich in nutrients and minerals to support their immune system. High-quality, easily digestible protein sources such as lean meats (chicken, turkey) or fish are great choices. Include fiber-rich vegetables like carrots, pumpkin, and green beans to aid digestion and foods rich in omega-3 fatty acids, like fish oil, to support coat and skin health. Probiotics or prebiotics to promote gut health and boost immunity are also essential.

Diet and Control

Ensuring portion control is everything for a house pet. Monsoons may lower their appetite since their physical exercise is limited. Do monitor their movements and diet and see if you notice a change in their dietary patterns. Avoid too many treats and excessive table scraps and also foods high in unhealthy fats and oils as they may cause gastro issues.

Symptoms and Diseases

Keep an eye out for diarrhea, vomiting, unexplained weightloss/weight gain and a major shift in dietary patterns. Pets usually try and do their business away from everyone, so if they are sick, they might not vomit in front of you every time. It is important to stay alert and look for signs of food poisoning, nutritional deficiencies, diabetes, arthritis, parasitical infections and more.

Hydration

To ensure the health of your pet it is important that they be constantly hydrated and have access to clean and fresh water all day and night long. This ensures that their gut stays healthy. Some pets who might be feeling initial signs of gastro issues will drink a lot of water, so make sure it is available to them at all times.

Safe From Ticks and Insects

Ticks are not just annoying but if unattended, a tick infestation in a pet can have fatal consequences. To make sure that you maintain your pet's body hygiene, use vet-approved preventive care and tools to weed out ticks. It is imperative that you keep your outdoor areas and surrounding environment clean and free of pests



or fleas. If you don't have a private outdoor area and rely on going to parks and public places for your pet's walks, minimize these interactions during the rains and try and get them to exercise at home. Do check for ticks regularly – twice a day minimum.

Apart from the aforementioned points, do use protective gear for your pets and stay clear of the rains. Pick a good time for your pet to go out. Groom them regularly and ensure that they are never moist after a walk – dry them off thoroughly if they get wet in the rains or in puddles. Remember, a healthy pet makes for a happy family!

TEA TRADITIONS FROM INDIA



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Karkidakam

R E C I P E S





KARKIDAKA KANJI

Karkidaka kanji (the medicinal porridge) is one of the special therapeutic Ayurvedic dishes that is prescribed during the Karkidakam season to overcome many diseases caused during the monsoon and to improve the immunity of the body.





Ingredients

100g Njavara Rice/
any red coloured rice
25g Fenugreek Seeds
50g Green Gram
5g Dried Ginger Powder
5g Crushed Pepper
5g Cumin Seeds
5g Carom Seeds
1/4 cup Coconut Milk

Instructions

1. Wash the rice and boil it in 1 litre water.
2. Add fenugreek seeds and green gram, continue boiling.
3. Once cooked, add remaining spices.
4. After 5 minutes, pour the coconut milk, wait till it starts to boil again, and immediately take off the flame.

by Vandana Vijayan

TULSI RASAM

Tulsi rasam is an excellent dish that could flush out the toxins from our body and boost immunity. Tulsi or holy basil leaves give a refreshing fragrance and additional nutrition to the dish.

Ingredients

Tamarind, Gooseberry sized ball
Asafoetida, as required
1, Tomato
1 teaspoon, Coriander Powder
1/2 teaspoon, Turmeric Powder
1/4 teaspoon, Chilli Powder
1/2 inch size, Crushed Ginger
8-10 cloves, Crushed Garlic
1/2 tablespoon , Crushed Pepper Corns
¼ cup, Tulsi Leaves
1 tsp, Mustard Seeds
2, Dried Red Chillies
1/2 tablespoon, Coconut Oil
Salt, as required



Instructions

1. Pour coconut oil into a pan, splutter mustard seeds and dried red chillies.
2. Add Crushed ginger, garlic and pepper, saute well.
3. Add turmeric, chilli and coriander powders, saute well.
4. Add crushed tomato.
5. Pour 1 cup tamarind water into pan.
6. Add asafoetida and salt.
7. Boil on low flame.
8. Add slightly crushed Tulsi leaves.
9. Take it off the heat when the rasam boils well.

MUTHIRA CHUTNEY

Horse gram is known as Muthira in Kerala. It is consumed as a whole seed, as sprouts, or as whole meal and it is popular in many parts of India. It is known to have many medicinal properties and widely used in Ayurveda.

by Vandana Vijayan

Ingredients

50 g, Soaked Horse Gram / Muthira
1/4 cup, Grated Coconut -
4 or 5, Dried Red Chillies
3-5, Shallots
1/4 inch size, Ginger
Salt, as per taste

Instructions

1. Grind all ingredients together.





Little Luxuries

BALSAMIC VINEGAR
TRUFFLE OIL



Originating from the heart of Italy, this aromatic vinegar transforms the ordinary into the extraordinary. Aged to perfection in wooden barrels, balsamic vinegar is a culinary treat that harmonizes with everything from strawberries to hard-aged cheeses.

A high-quality balsamic vinegar can elevate a simple salad dressing or marinade to a whole new level. Look for aged balsamic vinegar, which is thicker and has a more complex flavour



BALSAMIC VINEGAR

than its cheaper counterparts. Drizzle some over a ripe tomato and fresh basil caprese salad, roasted vegetables, or even on top of fresh strawberries and vanilla ice cream for a sweet and tangy treat.

Crafted with patience and precision, balsamic vinegar isn't just an ingredient; it's an experience – a journey through the sun-soaked vineyards of Modena captured in

a bottle. Elevate your culinary adventures with this timeless elixir, and let each drop tell a tale of tradition, craftsmanship, and the artistry of flavour.

With its earthy, intoxicating aroma, truffle oil adds a

touch of extravagance to your kitchen experiments.

While truffle oil can be pricey, a little goes a long way,

making it a

worthwhile

investment for

home chefs who

want to add some

sophistication to

their cooking.

Imagine

jazzing up

your

popcorn,

pasta, or

even a

humble

omelette



TRUFFLE OIL

with this golden elixir. A mere drop transforms your dish into a gourmet sensation. It's like magic in a bottle – downright delightful.

It's the secret weapon that turns every meal into an unforgettable experience.

In the kitchen, as in life, it's the little

luxuries

that

elevate the

ordinary into

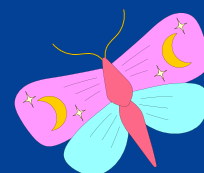
extraordinary!

Whether you're a seasoned chef or an aspiring home cook, do try using truffle oil to experiencing an unparalleled depth of flavours.



Tarot Reading

By Mansi Sharma | Highsoul.life



This month calls for generosity in food. There is also a calling to improve your health and maintain balance. Drink ample water and balance your kapha by eating raw vegetables and fresh fruit. To maintain balance and good health your earth element and sky element should be in tandem.

Earthy eats like millet, barley, rye, maize, oats, onion, watermelon, melon, sweet apples, sweet cherries, dates, grapes, peaches,

carrots, cabbage, potatoes, sweet potatoes, bananas and plantains, yams, okra, Taro, beets, and summer squash, cucumbers, almonds, coconuts and other tropical fruits like papaya, and mango, lentils and honey, maple syrup, corn syrup, rice syrup, and barley syrup are best consumed now. Not only will these provide maximum benefit, they will also help cool down the sun triggered aggression and help in the balancing act.

For problems of health, get expert advice from a medical professional – do not self-diagnose and treat ailments.



ZODIAC

Aries (March 21 – April 19)



This month, spicy and bold flavours are calling your name, Aries. Try experimenting with fiery chutneys and pickles to give your meals an extra kick.

Gemini (May 21 – June 20)



Your curious nature makes you the perfect candidate for trying new and exciting dishes. Something like jackfruit tacos or khandvi ravioli will add some excitement to your palate.

Leo (July 23 – August 22)



Leos are known for their love of drama and flair, and this month is no exception. Experiment with vibrant colours and bold flavours to create dishes that will impress and dazzle your guests.

Taurus (April 20 – May 20)



As a Taurus, you appreciate comfort food, especially during the monsoon season. Indulge in hearty dishes like immunity boosting kadha or masala chai to keep you warm and cozy.

Cancer (June 21 – July 22)



As a Cancer, you crave comfort food that reminds you of home. Stick to classic dishes like khichdi or dāl makhani to soothe your soul and satisfy your hunger.

Virgo (August 23 – September 22)



During the monsoon season, Virgos should focus on fresh ingredients and light flavours to create healthy and satisfying meals that will keep you energised and focused. Try something like a bean salad or a light vegetable soup.

ZODIAC

Libra (September 23 – October 22)



Libras are all about balance and harmony. Try incorporating new spices and herbs into your favourite dishes to create a perfect blend of flavours that will leave you feeling balanced and content.

Sagittarius (November 22 – December 21)



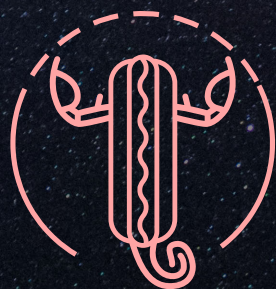
As a Sagittarius, you love to explore and try new things. Branch out and try regional dishes from different parts of India to expand your culinary horizons.

Aquarius (January 20 – February 18)



Aquarians are all about innovation and creativity. Try experimenting with plant-based and vegan dishes to create healthy and sustainable meals that will impress and inspire.

Scorpio (October 23 – November 21)



Scorpios are known for their love of intense and powerful flavours. Try experimenting with spicy dishes like chicken tikka or a fiery seafood curry to satisfy your cravings.

Capricorn (December 22 – January 19)



During the monsoon season, Capricorns should stick to classic dishes and recipes passed down through generations. Something like garlic rasam or pakora kadhi will give you a taste of tradition and comfort.

Pisces (February 19 – March 20)



As a Pisces, you appreciate the beauty and artistry of food. Focus on presentation and plating to create stunning dishes that will be as pleasing to the eye as they are to the palate.

EVENTS



Bhingree Fest

Mahalaxmi Lawns,
DP Road, Karve Nagar, Pune

Enjoy a vibrant exhibition like never before featuring over 100 stalls offering a diverse range of shopping, food, and promotional items and Experience delicious food options from local vendors and food trucks, live music performances showcasing talented artists and bands. This event promises to be an unparalleled platform with a diverse audience of shoppers and enthusiasts.



Madras Food Festival

Kailash garden, Sozhanginallur

Indulge in Chennai's biggest food festival at Madras Food Festival and get ready for a weekend feast!! Discover about 100 varieties of food joints to get glimpse of Chennai's flavours and cuisines. Dive into this culinary extravaganza of food and unlimited entertainment to create a lifetime exhilarating experience you will never forget!

THE INDIAN FOOD SCENE

Indian Filter Coffee Ranks second best rated coffee in the world



Coffee, the aromatic beverage that kickstarts the day for millions around the world, transcends cultural boundaries. What sets Indian Filter Coffee apart is its distinctive blend of coffee beans, typically a combination of Arabica and Robusta varieties sourced from the lush plantations of South India. "These beans undergo a meticulous roasting process, often with a touch of chicory, to enhance the depth of flavour and impart a subtle bitterness to the brew," Biswarup Chatterjee, executive chef at Hilton Garden Inn.

Chefs Without Borders

Fusion infusion is gaining momentum. The experimentation allows food curators to push the boundaries and create complex flavour profiles that we never would've thought to pair together before. From Korean BBQ tacos to red curry risotto, expect to see some pretty wild yet intriguing dishes pop up on menus. Fusion is definitely a 2024 food trend.

Consumption down, but Vanaspati weightage in WPI still high



The share of vanaspati in the basket of different types of cooking oils consumed by Indians has nearly halved in the past decade to 2.88%. However, it still holds the second-highest weightage of 14.35% in the wholesale price index (WPI) after palm oil, whereas sunflower and soybean oils, which are now consumed more, get a lower weightage in the WPI of 2011-12, an anomaly which may lead to erroneous data about inflation.



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