

# foodism

APRIL-MAY 2024 | ISSUE 1

**Bihu**  
Assamese Recipes

**MANGO**

Summer diet for your  
**Pets**

**SUMMER'S  
TOP 10 COOL EATS**





moonshine is Asia and India's first meadery. Mead (rhymes with need) is the oldest alcoholic beverage known to mankind and predates beer & wine.



## what are meads?

mead, often confused with beer or wine, is unique in that it's made by fermenting honey. previously reserved for kings and royalty, we're bringing back this ancient beverage in a modern avatar.

# lemon tea mead

Robust tannins from the tea, balanced with the sweetness of honey and the tartness from lemons form a refreshing thirst-quencher mead, perfect for hot summer days!



ALC. 4.5% ABV  
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## **Do you have a passion for cooking and sharing your recipes with others?**

Join our community of recipe content creators and share your culinary masterpieces with the world.

Publish your recipes on the Foodism app now!





# CONTENTS

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**06** *Founder's message*

**67** *Food Hack of the Month*

**69** *Little Luxuries*

Miyazaki Mangoes  
Morel Mushrooms

**79** *Gourmet Gadget*

**81** *Food Culture*

Bihu- Assamese Recipes

## **Season Specials**

**07** Summer's Top 10 Cool Eats  
**37** Mango

**51** *Meet the Influencer*

Rashika Borana

**53** *Food for Pets*

Summer diet for your pets





# Recipes

- 39** Aam Raas
- 41** Aam Panna
- 43** Mango Chhunda
- 45** Mango Shrikhand
- 47** Mango Falooda
- 88** Till Pitha
- 89** Coconut Pitha
- 90** Coconut Laddu
- 90** Lau Palla Pitha
- 91** Tel Pitha
- 93** Narikolor Sira
- 49** ***Trending Recipe***  
Mango Cheesecake

# Know The Market

- 31** Sober & Co.
- 33** Mercleys
- 36** Ratnagiri Hapus Store



- 94** ***Tarot***
- 95** ***Zodiac***
- 97** ***Events***
- 98** ***Food News***





## ON THE COVER



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

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# From The FOUNDER'S DESK

Dear Foodies,

Pull up a chair, grab your favourite mug of something warm, and join us in the celebration – the grand relaunch of Foodism magazine!

As we dive into 2024, the excitement bubbling within us is as effervescent as a shaken bottle of celebratory champagne. Welcome, dear readers, to a feast for the senses and a journey for the soul.

Over the past editions, our commitment to bringing you the finest in culinary exploration has only deepened, and with this relaunch, we aspire to be more than just a magazine. We are your partners in crime on a culinary escapade, pushing the boundaries and setting trends in the world of food storytelling. From uncovering heirloom recipes, hidden local gems to finding the best little luxuries, brace yourselves for a visual feast that'll have you drooling before you even hit the kitchen.

In this relaunch, we bring to you a curated blend of content that transcends traditional boundaries. Yes, the heart of our magazine remains food, but our canvas has expanded to cover travel, shoutouts, kitchen tools, events, and a lot more.

Thank you for being a part of our community. Here's to a year of culinary exploration and the joy of discovering the extraordinary in the ordinary. Bon Appétit!



*Vyom Shah*

Vyom Shah  
FOUNDER, FOODISM



# Summer's Top 10 Cool Eats

It is the season of the scorching sun, rising temperatures and sweltering heat. It is the season of beaches, holidays and beverages. It is the season of sunscreen, sunglasses and air conditioner. It is Summertime!



**N**ormally summers last for around 3 months in India starting from April to June and generally tests our patience. It is often accompanied by dehydration, skin sensitivities, mineral deficiencies etc.

One needs to take good care of oneself with this increasing temperature and heat. Besides drinking lots of water, it is very important to consume the right kind of food. Therefore, our primary goal should be to include summer foods that fulfil the criteria.

Most of us lead lives where we've been inconspicuously stuck into a food routine and are desperately trying to change it.

Amidst a number of lifestyle problems to deal with, we tend to forget or ignore simple remedy of eating seasonal produce. The thought of eating healthy probably runs in our mind throughout the day. It is the perfect time to switch to flip-flops and airy clothes, but did you know it's also the right time to change your diet?

*So here is the list of 10 foods you must eat this summer...*



# *Melons*







Fruits like watermelons, honeydew melons which have a lot of water content in them are a must have during summer. Indulge in lots of fresh juices, crunchy fruit salads and custards.











# *Salad leaves*







er tastes better  
we eat together







Amaranth leaves, radish leaves, iceberg lettuce, etc should be tossed in a salad bowl along with some tropical fruits, fresh vegetables and finally drizzled with a yoghurt dressing or vinaigrette to make a great summer salad. You can also add in some millets, roasted nuts/seeds, and white meat to make a complete meal.



# *Curd*



Curd is not only delicious but also, has a cooling effect on our body. It is a versatile ingredient and can help you make varieties of delicacies.

# Coconut water



Before you guzzle gallons of iced tea, I'll let you in on a secret. That ready-made iced tea contains way too much sugar; the sweetness that is really not needed for your body. Instead, drink coconut water.



Another inexpensive yet beneficial summer food is the refreshing vegetable, cucumber. It works great for skin and also the high water content cleans bodies by removing toxins.

# *Cucumber*















# *Lime water*



Nimboo Pani/Lime Water is another refreshing drink for summer. A glass of nimboo pani provides with many health benefits. You can have sweet limewater, can add salt, a pinch of freshly ground pepper to it to enhance its flavour.





# Juices



Now here we aren't only talking about fruit juices we are also including vegetable juices, barley water, aampanna, sugarcane juice, rooh afza and Jaljeera among others.













These Indian originated drinks are fresh and an absolute delight. They also keep one hydrated and the digestive system fit.

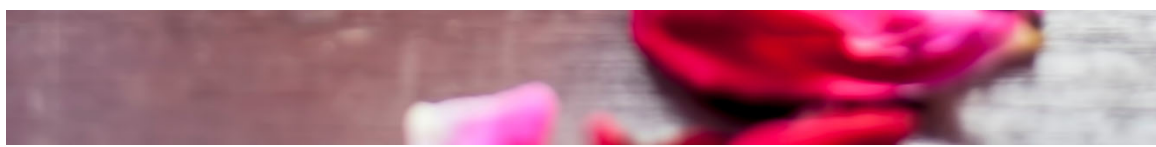


# Basil seeds



Basil /Tulsi seeds generally known as sabja are traditionally known to be cooling. Add them to your drink, even to the

tender coconut water, with a dash of mint or a glass of falooda, cold rose milk to replenish all your energy.





# Mint

It has a refreshing taste which makes it an attractive ingredient. One can use pudina to make chutney, mocktails and use in dips too.





# *Bottle gourd*



It might not be your favourite vegetable but this food item with medicinal properties has close to 96 percent water content. It's said that consuming bottle gourd juice acts as a hydrating agent and also aids in treating stomach disorders.



summer Cocktails

# The SOBRY Brew



preparation time - Under a minute  
**1**  
Serve



## INGREDIENTS

Beer of your choice

Sober & Co Australian Sour

1. Just take a beer of your choice. Visit [www.soberandco.in](http://www.soberandco.in) and order Australian Sour.
2. Add 3 parts of the beer and 1 part of Australian Sour to indulge in #thesoberexperience!
3. Stir and enjoy your drink.







# The Perfect Blend of Taste and Health

If you are an ice cream lover residing in South India, chances are you have heard of Mercely's Icecream. This product of Tressa Foods has been taking the region by storm, and for good reason. Not only is it delicious, but it is also healthy, thanks to the brand's unique approach to ice cream making.





The first pillar is the use of real and fresh fruits only viz. pure juicy fruit pulp, tender coconuts, real nuts, and chocolate as ingredients, along with creamy fresh 100% pure milk. This combination not only makes the ice cream taste great but also gives it wholesome goodness.

1

The second pillar is the incorporation of prebiotics and probiotics in the ice cream. These not only make it a healthier sweet treat but also improve gut health.

Research suggests that a healthy gut is key to maintaining overall health, and Mercely's Ice Cream helps achieve just that!

2



3

The third pillar is the avoidance of synthetic colours in the ice cream. The brand believes in using only natural ingredients which are free from carcinogenic chemicals. Synthetic colours have been linked to various health issues, including hyperactivity in kids, migraines, anxiety, and even cancer. Mercely's Ice Cream, on the other hand, is a safe and healthy option.



They use modern technology and machinery to produce high-quality ice cream. The factory in Dharmapuri, Salem, is one of the most modern factories in India, with a production capacity of 250,000 litres of ice cream per day. The National Geographic Channel has even selected it to showcase the advancement in the ice cream industry in India. Most recently, the world-renowned market research company for foods, MINTEL, recognized Mercely's as a unique brand in the world itself.



**NATURAL & HEALTHY**

**MERCELY'S**  
ICE CREAM

INDIA'S FIRST  
NATURAL & HEALTHIER ICE CREAM

Mercely's Ice Cream is a must-try for all food enthusiasts in South India. It is a unique brand that combines great taste with wholesome goodness, making it a perfect treat for all ages. So, the next time you are looking for a delicious and healthy dessert, remember Mercely's Ice Cream!



# Ratnagiri Hapus Store

Your Go-To Destination for Authentic Alphonso Mangoes



Are you a mango lover? Do you crave for the authentic taste of Ratnagiri Hapus? If yes, then Ratnagiri Hapus Store is the perfect place for you. Located in Pune, this store is a one-stop-shop for the finest Alphonso mangoes from Ratnagiri and Devgad.

**W**hat makes Ratnagiri Hapus Store stand out from the rest is their commitment to quality and freshness. They source their mangoes directly from the farmers in Ratnagiri and Devgad, ensuring that their customers get only the freshest and highest quality produce.

At Ratnagiri Hapus Store, they provide fresh and selected Ratnagiri Alphonso Mangos from well-known farmers who have a heritage of mango cultivation for many decades. The delicious Ratnagiri Hapus variety is known for its unique taste, aroma, and texture.

Their vision is to become the best Ratnagiri Hapus selling online and offline stores across each state of India to provide joy and happiness in each summer season with the authentic taste of original hapus from Ratnagiri District of Maharashtra. Their mission is to reach all states of India with their online and offline stores by the year 2025.



## Ratnagiri Hapus Store MANGO FESTIVAL

EXPLORE OUR FRESH SEASONAL MANGOES  
STRAIGHT FROM OUR FARM TO YOUR HOME.  
WE DELIVER ALL OVER INDIA



Size	Weight
Small	130-180grams
Medium	180-220grams
Large	220-250grams
Jumbo	250+grams

**Contact us**

➤

+91 9021345588

**Order Now**

➤

www.ratnagirihapus.store

So, if you're a mango lover, head over to [www.ratnagirihapus.store](http://www.ratnagirihapus.store) today and order your box of Ratnagiri Hapus. With their commitment to quality and freshness, you can be sure that you're getting the best Alphonso mangoes in town.



# Mango.





My fondest childhood memory is when I and my cousins spent the summer vacations at my home playing for endless hours, climbing mango trees and trying to pluck mango and mounting a bag at the end of a bamboo pole and aiming at the high rise mangoes, all this when the elders were taking an afternoon nap. Summer is here and so, is the season for the King of fruits, Mango! The first batch generally arrives in mid-March to the end of June month. With a number of varieties like Alphonso, Chaunsa, Badam, Dashehari, Langra, Rajapuri, Kesar, Totapuri etc., India leads the production of mangoes in the world. With their intense

sweetness and soft texture, mangoes are well suited to frothy beverages and heavenly desserts, but can also be used in savoury preparations. Mangoes can be bought ripe which are ready to eat or unripe which have to be stored in a dry, dark

store it in a refrigerator and use within 2-3 days. If you wish to store it for a longer period of time, then simply blend the mango into a smooth pulp without using any water and store in the freezer in an air-tight container.



Every Indian child inevitably has some memories related to mangoes. Eating them sitting amidst newspaper and the juice dripping on your entire hand staining clothes, the smell of mango nestled in hay, mango cubes

place where it should be provided with some warmth for it to ripe. To check the ripeness of a mango, do not judge by its look but, the sweet smell. Gently squeeze them between your palms to feel the softness. Once ripe,

or aam raas substituting all the subzis you hate during lunchtime, the tangy scent of pickled mangoes from stone jars and finger-licking fresh pickles or just going to bazaar and buying mangoes with parents.

by Janvi Khombhadia



## Some recipes to satisfy your mango cravings

# Aam Raas

### **INGREDIENTS**

1 large peeled and cubed Mango  
2tbsp sugar  
1tsp dry ginger powder  
Milk if needed

### **METHOD**

1. Combine together mango, sugar and dry ginger powder and blend into a smooth puree.
2. If you don't prefer a pulpy consistency, then add milk and adjust the texture.
3. After all, summer is incomplete without a bowl of Aam raas and piping hot Puri.







# Aam Panna

## **INGREDIENTS**

2 large raw Mango  
1/4 cup Sugar  
1tbsp Cumin Powder  
2tbsp Black Salt  
1/4 cup mint leaves  
Salt to taste

## **METHOD**

1. Peel the skin of the mangoes cut them in half and remove the seed. Put them in a pressure cooker with enough water to cover them.
2. Pressure cook for two whistles on a low flame till they are soft, remove from the heat and let the mangoes cool down completely.
3. Do not discard the water. Mash the mangoes using a hand blender to take out all the pulp.
4. Grind the mint leaves with little water to make a paste. Add ground mint, sugar, cumin powder, salt and black salt to the mango pulp mixed with water. Mix well
5. Adjust the sugar and salt according to your taste. Add more water if required. Serve chilled.







# Mango Chhunda

## **INGREDIENTS**

2 cups peeled and grated  
Rajapuri raw mangoes  
1 3/4 cups sugar  
1 tsp salt  
1 tsp chilli powder

## **METHOD**

1. Combine the mangoes, sugar and salt in a broad non-stick pan, mix well and cook on a slow flame while stirring occasionally or till the sugar melts completely.
2. Once the mixture starts bubbling, mix it well and cook on slow flame for 5 minutes, while stirring continuously or till the sugar forms 1 string consistency.
3. Switch off the flame, transfer it to a deep bowl and allow it to cool completely.
4. Once cooled, add the chilli powder and mix well.
5. Serve immediately or store in an air-tight container and store in a dry, cool place for 1 year.

This is a quick chunda recipe. Traditionally, the raw mangoes are combined with sugar and sun dried for 3-4 days or until all the sugar melts and get incorporated with the mango and then the chilli powder is added.







# Mango Shrikhand

## **INGREDIENTS**

2 cups hung curd  
1/2 cup mango pulp  
3 tbsp powdered sugar  
1/2 tsp saffron  
1 tsp green cardamom powder  
2 tbsp almond and pistachio slivers  
4 tbsp mango cubes

## **METHOD**

1. Whisk the hung curd well with the help of a beater.
2. In a deep bowl, combine hung curd, powdered sugar, cardamom powder, 2 tbsp mango cubes and mango pulp. Mix well.
3. Garnish it with mango cubes, almond and pistachio slivers. Serve this chilled or at room temperature.







# Mango Falooda

## INGREDIENTS

- |                            |                                     |
|----------------------------|-------------------------------------|
| 1 1/2 cups milk            | 3 cups Mango ice cream              |
| 3 tbsp sugar               | 3/4 cup mango cubes                 |
| 1 tbsp sabja/basil seeds   | 4 tbsp pistachio and Almond Slivers |
| 1/2 cup cooked Falooda sev |                                     |
| 1/2 cup Mango pulp         |                                     |

## METHOD

1. Bring the milk to a boil and simmer till it reduces to 1 cup. Turn off heat, add sugar and mix well. Bring to room temperature and chill until use.
2. Soak sabja seeds in water for 15 to 20 mins and allow to bloom. Set aside.
3. To assemble falooda, take a serving glass and add few mango cubes in the bottom of the glass followed by 1 tsp of bloomed sabja seeds.
4. Next layer with 2 tbsp of falooda sev followed by 2 tbsp of mango pulp. Slowly pour few tablespoons of chilled milk.
5. Next layer with few more mango cubes, followed by a generous 1 tsp of bloomed sabja seeds. Next layer with 2 tbsp of falooda sev followed by 2 tbsp of mango pulp and chilled milk.
6. Finally, place a scoop of mango ice cream on top. Garnish with sliced almond and pistachio. Serve immediately to avoid the ice cream from melting and overflowing.







## Trending Recipe

## Mango Cheesecake

**INGREDIENTS**

For the crumb :

100 gms Digestive Biscuits,  
crushed

2 tbsp Butter, melted

For Mango Cheesecake filling:

125 gms Cream Cheese

40 gms Castor Sugar

80 gms Mango Pulp

150 gms Whipped Cream

1 Ripe Mango

**METHOD**

1. Coarsely blend the digestive biscuits and combine with melted butter.
2. Mix well to form the crumb and transfer the mixture the base of a ring mould.
3. Flatten it out and freeze it for 15 minutes.
4. For the cheesecake filling, add cream cheese in a bowl with sugar, mango pulp and mix everything using an electric mixer. Add whipped cream into the bowl and mix well.
5. Add the mango cheesecake filling into the ring with crumb, press it properly to reach all the corner and flatten it using an angled palette knife.
6. Freeze the cake for 4 hours in the freezer or until set. Top it with mango, slice and serve.

So what are you cooking today? Share with us your favourite mango recipe and mango memories from childhood. Till then, Happy summers!







# Meet the Influencer CREATING A BUZZ WITH PURE JAIN CUISINE



Rakshika Borana

Growing up in a household deeply immersed in Jain traditions, Rakshika found herself naturally gravitating towards the principles of Jivhinsaa, or non-violence in food consumption. Her passion for Jain cuisine led her to become a Jain recipe content creator, which was a tough decision to make at first. After quitting her 9-to-6 job, she started to teach the world about pure Jain food. One of the core principles of Jain cuisine is minimising Hinsa, which means not taking another person's life to satiate one's own palate. She incorporates this principle into all its recipes and does not work with companies that cause harm to anyone, directly or indirectly.

**Rakshika Borana**, the creator of Pure Jain, has taken the food world by storm with her unique Jain cuisine recipes. In this interview, she opens up about her journey towards becoming a Jain recipe content creator, her favourite Jain dishes, and the challenges she faces.

*Initially met with scepticism from non-Jain circles, Rakshika was determined to showcase the versatility of Jain cooking to a wider audience. After all, why should adhering to a Jain diet be considered old-fashioned when it comprises timeless values of mindfulness?*



With her family's unwavering support, she began exploring the diverse range of Jain cuisine. Transitioning from a career in architecture to become a recipe content creator wasn't an easy decision, but for Rakshika, it was a calling. With a newfound sense of purpose, she set out to redefine Jain cuisine, blending tradition with innovation to create dishes that captivate taste buds and hearts alike. But what truly sets her recipes apart is the ability to transcend boundaries, appealing to both Jain and non-Jain audiences alike.

Today Rakshika has around 85k followers on Instagram and has worked with more than 200 brands both domestically and internationally. For her, the true measure of success lies not in numbers, but in the genuine connections created with her audience – those who share her passion for Pure Jain cooking and embrace its principles with open hearts. With a commitment to homemade goodness, she ensures that each dish embodies the essence of Satvik bhojan – pure, nourishing, and compassionate.

With the evolving trends, she remains steadfast in her mission to provide simple recipes that allow homemakers to enjoy cooking without feeling overwhelmed. Through initiatives like the protein-

rich Jain diet series, she empowers individuals to make dietary adjustments without sacrificing flavour or health. In Rakshika's world, culinary excellence knows no bounds – it's a celebration of tradition, innovation, and the timeless art of nourishing both body and soul.

When asked about her favourite Jain recipes, Rakshika spoke fondly of her pure Jain smoky Mexican dip – a recipe crafted with love and innovation. Through various layers, she has created a dish that's as tantalising as it is wholesome. To recreate it at home, just sauté vegetables of your choice and smoke them using charcoal. For the second layer, combine paneer, milk powder, milk, corn flour, and form a creamy layer seasoned with fresh mixed herbs. For the third layer, there are tomatoes, boiled rajma, and Kashmiri mirch.

Rakshika, the creator of Pure Jain, is an inspiration to many with her passion for Jain cuisine. She has proven that your taste in cuisine does not determine your level of style and coolness. Her journey towards becoming a Jain recipe content creator is a testament to her dedication and hard work. Pure Jain's recipes not only taste delicious but also incorporate the principles of Jainism, making them unique and special.



# Summer Care Management for

# Pets

by Dr. Madhumitha Marimuthu



# A Holistic Approach to Diet

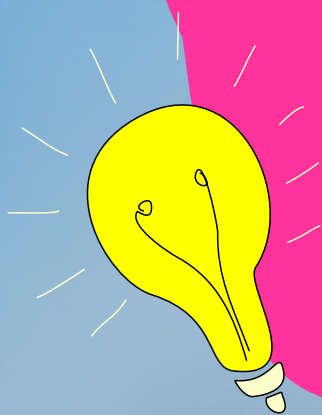
With the onset of summer, the unbearable heat takes a toll on all of us. Our furry companions rely on us to ensure they stay cool, hydrated, and healthy. Just like us, pets need special attention when it comes to their diet and care during the warmer months.







Dr. Madhumita has shared some unique tips to help you create the perfect summer retreat for your pet, no matter what the weather brings. From hydration to nutrition, here are some essential tips to keep your pet thriving all summer long.



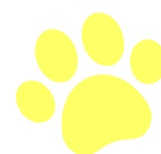


# Key considerations when it comes to summer diet in pets



## Hydration

Let's start with the basics – hydration. Just like humans, pets need plenty of water to stay cool and hydrated. Ensure your pet has access to fresh, clean water at all times, especially when outdoors.



## Electrolyte Balance

Just like humans, pets can lose electrolytes through sweat during hot weather. Consider adding electrolyte supplements to your pet's diet, especially if they are very active or prone to dehydration.







## Caloric Adjustment

Pets may be less active in the heat, leading to potential weight gain if their caloric intake isn't adjusted accordingly. Consult with your veterinarian to determine the appropriate caloric intake for your pet during the summer months.



## Cooling Foods

Incorporating cooling foods into your pet's diet can help regulate body temperature and provide relief from the heat. Opt for foods with high water content, such as cucumbers, watermelon, and leafy greens.









Specific foods  
to include in pet's diet  
during summer 🐾





## Lean Proteins

Opt for lean proteins like chicken, turkey, or fish. These proteins are not only nutritious but also easier to digest, which can be beneficial in hot weather.



## Frozen Treats

Treat your pet with homemade frozen treats made from ingredients like yoghurt, peanut butter, and fruit purees. Not only are these treats refreshing, but they also provide mental stimulation and enrichment for your pet.



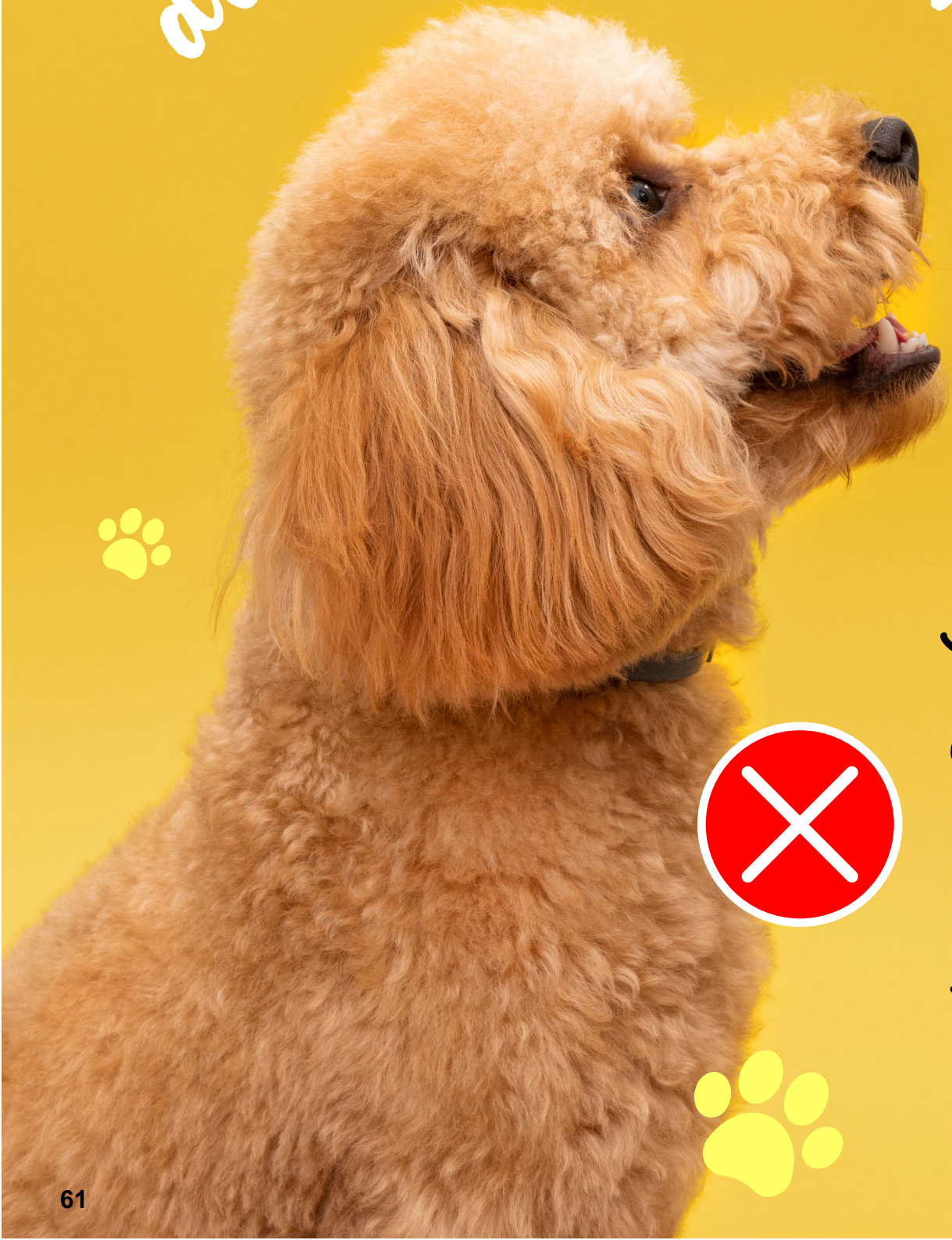
## Fruits and Vegetables

Offer your pet a variety of fruits and vegetables, such as carrots, apples, and berries. These foods are rich in vitamins, minerals, and antioxidants, which support overall health and immune function.





# Foods to avoid during summer



High-Fat Foods  
High-Sodium Foods



## High-Fat Foods

Foods high in fat, such as fatty cuts of meat, fried foods, and rich dairy products should be limited or avoided altogether during the summer. High-fat foods can be harder for pets to digest, leading to gastrointestinal upset, including vomiting, diarrhoea, and pancreatitis. Additionally, fatty foods can contribute to weight gain, which can be problematic for pets during the summer when they may be less active.

## High-Sodium Foods

Foods that are high in sodium, such as processed meats, salty snacks, and some commercial pet treats, should be avoided during the summer months. Excessive sodium intake can lead to dehydration in pets by increasing their thirst and urination. In hot weather, this can exacerbate the risk of dehydration and electrolyte imbalances.





# Health risks to pets during summer

Heatstroke

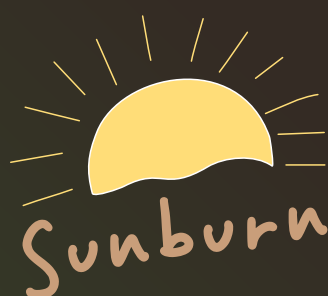
Sunburn

Dehydration



## Heatstroke

Pets are susceptible to heatstroke, especially breeds with thick coats or respiratory issues. Symptoms include excessive panting, drooling, and lethargy. Provide shade and access to cool water, and never leave your pet in a hot car.



## Sunburn

Light-coloured or thinly coated pets are at risk of sunburn, particularly on their ears and noses.

Apply pet-safe sunscreen and provide shade during peak sun hours.



## Dehydration

Insufficient water intake can lead to dehydration, which can be life-threatening. Monitor your pet's water consumption closely and seek veterinary attention if you notice signs of dehydration.





# Few Additional



## Unique Tips



### Indoor

#### Retreat

Try to create a cool indoor retreat for your pet with fans, air conditioning, or cooling mats where they can escape the heat.



#### Paws Protection

Make sure to protect your pet's paws from hot surfaces like pavement or sand by walking them on grass or using pet booties.

### Exercise Timing

Always exercise your pet during the cooler hours of the day, such as early morning or late evening, to prevent overheating.







By following these guidelines and paying attention to your pet's individual needs, you can ensure they stay healthy, happy, and safe throughout the summer season. Remember, when in doubt, always consult with your veterinarian for personalised advice and recommendations.





# FOOD HACK *Of The Month*

The floating egg test is a simple way to determine the freshness of your eggs.

If the egg sinks to the bottom and lies flat on its side, it's fresh.



Old egg

If it stands on one end at the bottom, it's still good to eat but a few weeks old.



Fresh egg

If the egg floats to the surface, it's no longer fresh and should not be consumed.





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# Little Luxuries



MOREL MUSHROOMS





MIYAZAKI MANGOES



When it comes to cooking, sometimes the most luxurious ingredients can make all the difference in the world. In this issue of little luxuries, we'll be highlighting two of the most exciting and delectable ingredients out there

MOREL

# MUSHROOMS



MIYAZAKI

# MANGOES



First up, let's talk about



Morel mushrooms.



**T**hese little beauties are a true delicacy, thanks in part to their rarity. Morel mushrooms or Kashmiri morels are only found in the Himalayan region of India and are harvested in the spring after the snow melts. They have a nutty, earthy flavour and a meaty texture that makes them perfect for a wide range of dishes.

One of the best ways to use Morel mushrooms is to simply sauté them in butter and garlic and serve them as a side dish. But they also work wonderfully in risottos, pasta sauces, and even on pizza. Any dish that requires a rich, savoury flavour can benefit from the addition of Morel mushrooms.



Now, let's move on to Miyazaki mangoes. These mangoes are grown in the Miyazaki prefecture of Japan and are renowned for their incredible flavour and texture. They're juicy, sweet, and incredibly fragrant, making them the perfect addition to any dessert.



One of the best ways to use Miyazaki mangoes is in a classic mango sorbet. Simply blend the mango flesh with some sugar, water, and lemon juice, and churn it in an ice cream

maker until it's smooth and creamy. You can also use Miyazaki mangoes to make a classic mango lassi, or chop them up and add them to a tropical fruit salad.







Morel mushrooms and Miyazaki mangoes are both little luxuries that are worth splurging on from time to time.

Whether you're a home chef or a food enthusiast, these ingredients are sure to take your dishes to the next level.








So why not treat yourself to  
some Morel mushrooms and  
Miyazaki mangoes and indulge in  
a little bit of luxury today?



# Gourmet Gadgets



Introducing the Electric Citrus Fruit Juicer – a must-have addition to any kitchen, particularly during those lazy summer afternoons.

Picture a scene where the sun is shining, birds are chirping, and the craving for freshly squeezed orange juice arises. This sleek and elegantly designed gadget boasts sturdy construction, ensuring durability and reliability.

Electric  
Citrus  
Fruit  
Juicer





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# Bihu





**R**ongali /Bohag Bihu is celebrated at the onset of spring ie., in the mid of April. This festival marks the arrival of spring and the beginning of the agricultural cycle. People wear traditional

dress, visit friends and neighbours. Young people perform Bihu dance while singing Bihu songs. The festival is characterised by cultural events, music, and traditional foods.







# Bihu

*Assamese Recipes*





The most prominent dishes during Rongali Bihu are pithas – rice flour-based fritters that can be either sweet or savoury.

Every household prepares 'Pitha pona'; also uses seasonal vegetables and leafy greens, and cooked mostly by traditional methods.















by Sumi Das Purkayastha  
and Pranjal Barmah



## Assamese Traditional Till Pitha

### Ingredients

1 kg Bora Rice (for 40 people)  
300 grams Black Sesame  
Jaggery

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### Instructions

1. Grind the Bora Rice using a Dheki or grinder.
2. Bora rice is naturally sticky; cover it with a wetted substance to reduce stickiness.
3. Fry black sesame until it emanates a pleasant aroma.
4. Once cooled, grind the sesame to a semi-powder consistency using a khunduni.
5. Heat jaggery until it turns into a liquid form.
6. Mix the liquid jaggery with the ground black sesame, creating a cohesive mixture.
7. Use a traditional clay tawa for the pitha-making process.
8. Take a medium scoop of Bora Rice and gently spread it in a round shape on the tawa.
9. Place the prepared sesame-jaggery mixture in the centre of the rice spread.
10. Roll the pitha gently to complete the preparation. The Till Pitha is now ready to be served.





## Assamese Traditional Coconut Pitha

### Ingredients

1 kg Bora Rice (for 40 people)  
1 Coconut  
Jaggery

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### Instructions

1. Grind the Bora Rice using a Dheki or grinder.
2. Bora rice is naturally sticky; cover it with a wetted substance to reduce stickiness
3. Grind the coconut until it forms a fine texture.
4. Fry the grated coconut until a fragrant aroma is released.
5. Heat jaggery until it turns into a liquid form.
6. Mix the liquid jaggery with the fried coconut, creating a cohesive mixture.
7. Use a traditional clay tawa for the pitha-making process.
8. Take a medium scoop of Bora Rice and gently spread it in a round shape on the tawa.
9. Place the prepared coconut-jaggery mixture in the centre of the rice spread.
10. Roll the pitha gently to complete the preparation. The Coconut Pitha is now ready to be served.





## Assamese Traditional Coconut Laddu

### Ingredients

2 Coconuts  
500 grams Sugar



### Instructions

1. Grind the coconut until it forms a fine texture.
2. In a pan, combine the ground coconut with 500 grams of sugar.
3. Fry the mixture in the pan until the sugar melts and the consistency becomes sticky.
4. Allow the mixture to cool down until it is comfortable to handle.
5. With the help of your palms, shape small quantities of the mixture into round laddus. The Assamese Traditional Coconut Laddu is now ready to be served.

## Lau Palla Pitha

### Ingredients

Bottle Gourd  
1.5 kg Rice  
Refined Oil  
Jaggery

### Instructions

1. Take bottle gourd and boil it in a pressure cooker until it becomes soft and tender.
2. Grind 1.5 kg rice into a fine powder.
3. Fry the rice powder and let it cool.
4. Combine the boiled and mashed bottle gourd with the cooled fried rice powder.
5. Take a small quantity of the mixture in your left hand.
6. Gently press it with the help of your right hand to form a circular shape, creating raw pithas.
7. Heat refined oil in a pan.
8. Fry the raw pithas in the oil until they turn brown.
9. Once the pithas are browned, dip them into liquefied jaggery.
10. Allow the pithas to soak in the sweetness of jaggery for a few minutes. Lau Palla Pitha is now ready to be served.



## Tel Pitha

### Ingredients

2 cup Sticky rice  
½ cup Rice flour  
200 ml Oil  
200 gm Jaggery  
Water as required

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### Instructions

1. Soak sticky rice overnight. Next day, wash properly and spread it over a cotton cloth.
2. Now grind it by traditional method using a grinder. It may reduce the stickiness of the rice.
3. Cut jaggery into small pieces.
4. In a pan, add water and mix jaggery. Heat the pan on medium flame, and keep stirring continuously.
5. Once the jaggery has melted properly, take a bowl and add sticky rice flour, rice flour and jaggery syrup little by little. Now keep mixing everything together, and make a round dough.
6. Now keep the dough to rest for around 10 minutes.
7. Now take a small portion of it and make it flat by using both hands while keeping round in shape.
8. Now heat oil, add these flat round structures into hot oil one at a time. It will rise up and turn into a golden reddish colour.
9. You can serve these Tel Pitha hot or in the next morning with a bowl of Assam tea. Tel pitha can also be stored for one week.







By Srimoyee Sahariah



## Narikolor Sira

Every household and village has its own unique variation of the beloved traditional delicacies prepared during the month. Along with “pitha”, “laroo” and “jolpan”, there are numerous types of snacks that find their way to the plate. One such snack is “Narikolor Sira”.

Narikolor Sira is a delicious sweet snack that is prepared during Bihu. 'Narikol' is the Assamese name for Coconut and 'Sira' is the Assamese name for flattened rice flakes. Since the shape and colour of the grated coconut resembles flattened rice flakes, it is thus named “Sira”. Narikolor Sira is a simple recipe that requires only 3 ingredients.

by Srimoyee Sahariah



### ***Ingredients***

- 1 Coconut
- 1 cup Sugar
- 1 tsp Cardamom Powder

### ***Instructions***

1. Grate the coconut
2. In a pan, add coconut and sugar.
3. When the sugar melts, add cardamom powder.
4. Constantly stir over low heat until the sugar beautifully coats each coconut flake and becomes dry.

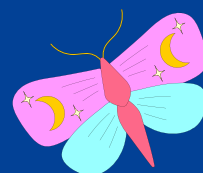
Store it in an airtight container.





# Tarot Reading

By Mansi Sharma | Highsoul.life



As we enter a new season, it's important to remember that balance is key when it comes to our relationship with food. The tarot card drawn for this month is the Two of Pentacles, which highlights the importance of maintaining equilibrium in all aspects of life. This includes our diets, sleep schedules, and work-life balance to promote physical and mental wellbeing.

In addition to physical health, food plays a crucial role in our emotional wellbeing. It's important to take care of our

bodies by balancing Pitta and excessive Kapha during these changing weather conditions. Finding harmony between our food habits and exercise routines is essential to achieve balance and avoid negative health consequences.

While it's easy to indulge in fast food habits, these can also lead to health problems. It's important to let go of harmful food habits and replace them with healthier options. For those facing health issues, considering health insurance is also a wise choice.

By maintaining a balanced approach to our food habits, we can achieve mental, emotional, and physical wellbeing. Let's strive for equilibrium in our daily lives!





# ZODIAC

**Aries (March 21 – April 19)**



The stars are aligning for you to indulge in some spicy and warming winter foods, Aries. Whether it's a piping hot bowl of manchow soup or a hearty tomato pepper rasam, embrace the bold and fiery flavors that will keep you energized throughout the month.

**Taurus (April 20 – May 20)**



This month, Taurus, it's all about experimenting with seasonal vegetables and incorporating them into your favorite dishes. Look for recipes that feature beetroot, leafy vegetables, and carrots, and enjoy the nourishing flavors that will keep you feeling grounded and satisfied.

**Gemini (May 21 – June 20)**



Get ready for fun and flavorful food adventures, Gemini. Whether it's trying out a new fusion dish or testing unique with unique flavor combinations, embrace your creative side and whip up some trendy delights in your home kitchen.

**Cancer (June 21 – July 22)**



As the temperatures drop outside, it's time to cozy up and indulge in some classic comfort foods, Cancer. Whether it's a warm bowl of thukpa or a wholesome meal consisting of makki di roti & sarson da saag, let the familiar and satisfying flavors keep you feeling comforted.

**Leo (July 23 – August 22)**



This month, Leo, it's all about making a statement with your food choices. Choose dishes that are visually striking and full of bold and exciting flavors, like the Gujarati special undhiyu or umbadiyu.

**Virgo (August 23 – September 22)**



As a practical and health-conscious sign, Virgo, it's important to keep your meals nutritious. Look for recipes that feature seasonal ingredients and improve our immunity, to stay warm and be healthy.



# ZODIAC

**Libra (September 23 – October 22)**



Get ready for a month of delicious and cozy winter foods, Libra. Whether it's a comforting mug of hot chocolate or a bowl of gajar ka halwa, dig in the seasonal flavors and enjoy the nourishing and satisfying meals.

**Sagittarius (November 22 – December 21)**



Get ready for a month of unique and exciting food experiences, Sagittarius. Whether it's trying out a new regional dish like spicy chettinad curry or savouring the classics like nihari, be amazed by the curious side of your palate and enjoy the unforgettable flavors.

**Aquarius (January 20 – February 18)**



As an Aquarius, you are always on the go. Grab a quick bite with an Indian street food snack like pani puri. Its tangy, savory flavor is perfect for your fast-paced lifestyle.

**Scorpio (October 23 – November 21)**



This month, Scorpio, it's time to be entertained by your adventurous side and try out some spicy and distinct flavors. Look for recipes that feature fiery Indian spices like cumin, chilli, and turmeric, and keep yourself warm.

**Capricorn (December 22 – January 19)**



Capricorns are practical and hardworking. Stick to a simple yet satisfying dish like aloo gobi or aloo methi this month. Its hearty flavors and filling ingredients will give you the energy you need to tackle your to-do list.

**Pisces (February 19 – March 20)**



Pisces are known for their creativity and imagination. Try a dish that allows you to experiment with flavors and ingredients, like a customizable thali platter. Mix and match your favorite dishes to create a unique and delicious meal.



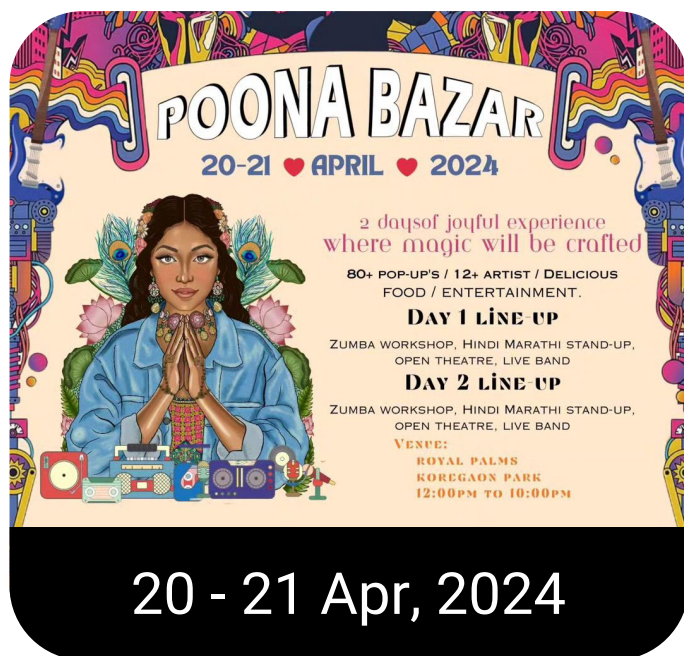
# EVENTS



## Summer Sundowner

Major Dhyan Chand National Stadium, Delhi

Are you ready for a summer celebration like no other? Look no further than the Summer Sundowner - an exciting street food and music festival that celebrates Delhi's highlights and culinary diversity. This unique event promises to take you on a journey back in time with its more than 100 participating restaurants and pop-ups, offering a variety of street cuisine, art, and music.



## Poona Bazar

Royal Palms, Pune.

Experience a feast for your senses at Poona Bazar, a Flea Food Music Fest! Discover over 80 small business pop-ups serving mouthwatering delights from diverse cuisines. Immerse yourself in the sounds of 12+ talented artists, delivering captivating performances across various genres. Mark your calendar for this two-day extravaganza in April, blending delicious food and live entertainment!



# THE INDIAN FOOD SCENE

## Chef Imitiaz Qureshi Passes Away



The culinary world was saddened by the passing of renowned chef Imitiaz Qureshi. Known for reviving the 'dum pukht' cooking style – a traditional slow-cooking technique, Qureshi was a true trailblazer in the industry. Our hearts go out to his friends, family, and fans.

## FreshMenu in Talks to Raise Capital through Private Equity Investors

FreshMenu seems to be in talks to raise a significant amount of capital through private equity investors. It will be interesting to see how this pans out.



## IRCTC and Swiggy Partnership

Great news for train travellers. IRCTC's partnership with Swiggy to offer food delivery at select railway stations is a welcome move. It will help passengers to access a wider variety of food options during their journey.



## Indian Food and Beverage Packaging Industry

The Indian food and beverage packaging industry seems to be on the rise. With growing demand, the industry is set to reach a valuation of USD 86 billion by 2029. This is a positive sign for the industry and the economy as a whole.





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