



# KONGU FLAVOURS

Annual Magazine of Epicurienz

July 2016



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### **CORRESPONDENT'S MESSAGE**

In today's changing scenario, there is an increasing necessity of empowering the students through innovative education. They should also be made aware of their rights and responsibilities.

The very purpose of education lies not only in the acquisition of knowledge but also in the initiation towards a high life. Visualize your dreams, achieve and accomplish to create peaceful and promising future.

Compliments to all the staff students for their efforts in successfully publishing the fourth edition of "Kongu Flavours"



## **PRINCIPAL'S MESSAGE**

Creativity keeps the human being on the path of progress and helps for perpetuity and comfort. Creative minds of the past and present have given the world its shape. This magazine is the testimony to the creative skills of our students.

In this issue, the roll of honour, the milestone and colourful events of the academic year 2016 – 2017, the articles of our bidding artists reflect their creativity, team work, communicative skills and life skills.

I wish all our students every success in all their endeavors.

## FROM THE EDITOR'S DESK.....



The vibrant publishing team of Epicurienz's has come out with an enchanting fourth Annual issue. Picturesque details of opulent hotels, natural therapy life savers, the sweetness in the flavours of cakes and desserts, Nature beckoned healers that straddle the pages of this issue would definitely elevate the senses of the readers.

Information about the launch of Techno Based Eco friendly products would definitely be in tune with the current scenario.

Department Association Epicurienz is elated to congratulate all the students who got placed in various hotels like Accord Metropolitan, Taj group of hotels, Oberoi Group of Hotels, Concord Motor Hotel and Le Meridian group of hotels.

I wish all the final year students for the successful completion of their IET Programme.

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# YEAR PLAN

S.No	Activity/ Programme	Tentative Date
1	Epicurienz Association Inauguration & Magazine release	30.06.2016
2	Orientation Programme	01.07.2016
3	Internal Workshop	19.07.2016
4	Guest Lecture	09.08.2016
5	Industrial Visit	25.08.2016 to 27.08.2016
6	National Level Workshop/Competition	22.09.2016
7	World Tourism Day Celebration	27.09.2016
8	National Level Symposium	20.12.2016
9	Internal Workshop	20.01.2017
10	Factory Visit	31.01.2017
11	Alumni Meet	12.02.2017
12	Extension Activities	15.02.2017

**A GOAL WITHOUT A PLAN IS  
JUST A DREAM....**



# Cultural Cuisine

## *Mappila Cuisine*

### Modern Mappila sects of Kerala



A Mappila, also known as a Muslim Mappila, Moplahs or Jonaka Mappila, is a member of the largest Muslim group in the Indian state of Kerala. The community arose primarily as a result of the pre- and post-Islamic Arab contact with Kerala, mainly based upon trade. Mappilas chiefly reside in the Malabar region.

Muslims of Kerala, of which Mappilas constitute a majority, make up a large community in Kerala state: 25% of the population. As a religious group they are the second largest after Hindus (56%). Mappilas share the common language of Malayalam with the other inhabitants of Kerala. Islam reached Malabar Coast as early as the 7th century AD and was assimilated with the culture and traditions of the local people. Over the centuries, the strong relations of the Mappilas with the traders from Arabia have created a profound impact on their life and culture. This has resulted in the formation of the unique tradition in literature, art, music, and history of the Mappilas.

Mappila or Muslim Mappila denotes a member of the largest Muslim group in Kerala. This community, concentrated mostly in the Malabar region of Kerala, developed chiefly because of the pre and post-Islamic Arab contacts. Malappuram district has a good number of Mappila populations. One of the most attractive aspects in the Mappila culture is the delicious ethnic cuisine, commonly known by the name Mappila cuisine. Mappila cuisine is a fascinating blend of traditional Kerala and Arab food culture. This amazing confluence of two culinary cultures is best seen in the preparation of pathiri. Arabs are fond of breads and Keralites cannot think of a meal without rice. Hence we have pathiri, which is bread made of rice. The characteristic use of spices is the hallmark of Mappila cuisine.





Spices like pepper, cardamom and clove are used profusely. These magical pieces go well with coconut oil, which is used for cooking almost all traditional Kerala dishes. There are many vegetarian and non-vegetarian dishes that carry the distinctive taste and aroma of Mappila cuisine. Biriyani (mutton, chicken, lamb or prawn) made as ‘dum’ tops the list of delicacies. In this kind of preparation, heat is applied both to the top and the bottom of the cooking vessel.

Kallummakkaya (mussels) curry, erachi puttu (erachi means meat), parottas (soft flatbread), pathiris (a type of rice pancake) and ghee rice are some of the other specialties.

The snacks include unnakkaya (deep-fried, boiled ripe banana paste covering a mixture of cashew, raisins and sugar), pazham nirachathu (ripe banana filled with coconut grating, molasses or sugar), muttamala made of eggs, chattipathiri, a dessert made of maida, like baked, layered chappatis with rich filling, arikadukka and so on. The Mappila cuisine also includes a variety of seafood dishes. Most of these lip smacking dishes are available at various local food joints as well as in star hotels.

The Mappila community of Kerala owes a lot to the spice trade that had been happening in the Malabar region since 1000 BC. The famed Tellicherry black pepper that brought seafarers from as far as Rome

changed the culinary landscape of not just the traders who took the spices to faraway lands and introduced pepper into the diet of Europeans, but also of the local communities. Drawing from the Portuguese, Dutch, English and most heavily, Arab influences, Mappila food is the best sort of amalgamation of local and borrowed food traditions.

The bare bones of Mappila cooking rest on the choice of spices used in the various *aanams* (coconut milk-based curries), *kootans* (yoghurt-based curries) and desserts. Red chilli, cardamom and cloves take center stage in this cuisine. Other commonly used flavourings are ginger, curry leaves, and coconut. Tamarind, and in some cases, green mango are used as souring agents. Ironically enough, the Tellicherry pepper that was so instrumental in shaping the history of Mappila cuisine, features very rarely in the food!

## **The Mappila Specials**

The pièce de résistance of Mappila cooking is without a doubt the Tellicherry Biryani. It differs from Mughlai biryani in a few important ways. Unlike the Mughlai variant, where the meat is tenderised by marinating the pieces in yoghurt for several hours (a classic Persian technique), Tellicherry biryani does not rely on yoghurt to give the meat its characteristic fall-off-the-bone quality.

Instead, the meat gets its softness from the long hours of being kept on *dum* - which involves providing heat from both the top and bottom of the vessel.

Other mainstays of Mappila cuisine involve the various *pathiris*, which are flatbreads made of rice. Meen Pathiri, which is curried fish placed between two rice and coconut flatbreads and steamed, makes for a particularly delicious one-plate meal. Rice and coconut are also powdered and steamed in a cylindrical vessel (or even inside a bamboo stem) to make the popular *puttu*. Although *puttu* is found throughout Kerala, layering it with meat (Erachi Puttu) or seafood is a Mappila specialty. A

thicker rice flatbread, *orroti*, is used to mop up *aanam* or *ishtew*, and makes for a typical Mappila dinner.

## Time to Feast

On special occasions, no Mappila breakfast table is complete without *mutta sirka*, which is deep-fried rice and egg pancakes, and its accompaniment of spicy scrambled eggs. Another trademark dish is *alisa*, which involves slow-cooking wheat with various spices. Reminiscent of *haleem* (slow-cooked meat dish) found in several parts of India and Pakistan, *alisa* also bears close resemblance to the Arab and Persian dish, *harisa*.

The Arab influence is most apparent in Mappila food in terms of certain techniques used in the preparation of the meals. Another common characteristic is the affinity for stuffed meats. In the case of Mappila food, *kozhi thalayana*, a whole chicken stuffed with boiled eggs and then encased in dough and baked is a classic that clearly draws inspiration from various Arab dishes like the stuffed camel, where a camel is stuffed with a chicken which is then stuffed with a boiled egg! And like the Arabs, the Mappilas, until quite recently, enjoyed festive meals by sitting around in circles and sharing from a giant platter set in the middle.



# TOP 10 LUXOURIES RESORTS

## 1. PHILIPPINES

The country has thousands of divine tropical islands with sandy beaches, reefs and surf towns. The Dedon Island Resort on Siargao has combined outdoor activities with a luxurious resort qualities perfectly. It also has an organic local farming to provide its guests with fresh food every day.





## 2. French Polynesia



The region is absolutely one of the favorite holiday destinations. Although Bora Bora is probably the most famous, there are other gorgeous islands, as well. Huahine, for instance, will provide you with a quiet vacation. TeTiare Beach Resort offers a retreat in the bungalows built above the clearest water you will ever see.



### 3. The United Arab Emirates

Dubai is one of the most modern cities in the region, located on a coast of the Persian Gulf. The urban life can easily be combined with a relaxing vacation on the beach. The famous and futuristic Palm Island was developed here. Among many resorts, Atlantis The Palm definitely stands out. It also has the rooms with the view to its rich aquarium.



### 4. Thailand

The most popular holiday destination in Thailand has a wide range of activities: from historic sites, to entertaining night life, to luxurious resorts. KupuKupu resort provides a relaxing retreat for its guests, who are accommodated in the villas right on the beach.



## 5. Puerto Rico

The Ritz-Carlton opened earlier this year on a Dorado Beach. Walking and biking trails, spa, tree house massage wing and food prepared by famous José Andrés. The resort ensures the highest quality. Not to mention the beautiful nature and cultural heritage in Puerto Rico.



## 6. St. Lucia

The island in the Caribbean Sea fascinates with its amazing nature: two volcanic Pitons rise out of the sea, defining the landscape. Heavily visited by the tourists, the island has many great resorts. Ladera Resort is one of the favorites, with a striking view and fresh food right from the farm.





## 7. China

Mandarin Oriental is a luxurious resort in southern China's beach town Sanya. Because of the tropical climate, the spot has become popular among the tourists. The resort offers villas with a striking view to South China Sea and infinity pools.



## 8. South Africa



The continent offers the most exotic and exciting adventures you can imagine. Try staying at Singita Lodges, that are found not only in South Africa, but also Tanzania and Zimbabwe. The lodge provides a comfortable relaxation after the tour, which explores the wildlife: the guides take tourists close to the lions, zebras, black rhinos, elephants and buffalo.

## 9. Nicaragua

The eco-lodges, that have become popular nowadays, have been built around the country recently. For instance, Morgan's Rock Hacienda and Eco-Lodge spoils with the service, amazing design and the nature itself does the final work to ensure the great vacation. Also, the food tourism to Nicaragua has been flourishing recently.



## 10. Montenegro

The country has a beautiful Adriatic coast with the long beaches, mountains, canyons and fjords – everything in one place for a relaxing and adventurous vacation. Its popular coastal town Budva is the most popular spot among the tourists with its town-hotel Sveti Stefan. It is a luxurious resort on a separate island with a magnificent private beach. Also Villa Montenegro on the Budva Riviera is very appealing.

**-N.Tharani- II B.Sc CSHM**

### ADVENTURE TOURISM

The definition of Adventure Tourism would vary according to different types of people. The term can confuse most people, but the best possible definition states that it involves some type of outdoor activities around the natural environment with the outcome of the activity remaining unknown.

#### Adventure Tourism and Its History

Even though, it is not certain how adventure tourism began, merchants are considered to be the first adventure travelers. For example, North America was discovered by Erickson, and America by Columbus, and India was found by Vasco Da Gama. That was during a time when modernization didn't become a regular part of your lives.

Adventure traveling of today is considered to have started around 30 years ago when people from around the world begin exploration of the Himalayan ranges in Nepal. In fact, they were nothing more than wanderers and created the new-age form of adventure traveling. They explored Afghanistan, Bhutan, Bali, Algeria, the Nile and the Alps.

Even though others have had been moving around the world, people in India took to adventure traveling in recent times. While there was a steady rise in this form of traveling, India has now emerged amongst the leading 10 adventure tourism destinations in the world.

#### Current Scenario

The tourism industry in India has emerged as the largest sector in the service industry as it contributes over 6.2% of its GDP. In addition, it provides jobs to more than 8.7% of the employed people in the country. Every year, the number of tourists making to India grows by over 5 million. In addition to the foreign visitors, there are more than 525 million local tourists in the country.

The overall size of the Indian tourism industry is around \$100 billion and it is expected that it would grow to over \$275 billion in the next decade. The Ministry of Tourism can be credited for this huge success rate because it is aggressively engaged in promoting the industry. It was in order to promote tourism in the country that the Incredible India program was started. The main tagline of this program, “Atithi Devo Bhava” compares guests to God.

However, the tourism industry in India is not as beautiful as it may appear on the top. The insufficient number of available hotel rooms, pushes India behind several other countries. It was only a year ago when the country had around 25,000 hotel rooms for its tourists.

The next reason for tourism to fall behind is with regard to the complex process of getting a visa into the country. Because the airports in the country are crowded, it is not taken well by foreign visitors. However, it is still expected that the tourism industry is going to grow in the near future.

The current year witness dramatic drop in global tourism in different parts of the world. Contrary to the trend, the Indian travel and tourism industry continues to flourish against all odds. The two main reasons attributed to this end are the exemption of the industry from service tax and the discontinuation of the fringe benefit tax.

This further led to the development of deluxe unrestrained tourism destinations such as the Backwaters of Kerala and the Golden Triangle Tours that became more affordable for tourists from different parts of the world. It has become such a popular tourism destination that the British have voted it as among the top 10 tourism destinations of the world.

The tourists coming to India are thrilled by what they come across here. There is hardly any other country on the planet that is as varied in terms of culture, geography and weather conditions. The moment a tourist gets out of a sophisticated Indian airport, he/she would experience crowded streets, buzzing with horns, cows moving around freely and much more.

Interestingly, it is this contrasting effect that is so much cherished by the tourist coming to this country.

The people are supporting, the culture is full of colors, and there are millions of religious places, rivers, plains, mountains and the ancient tradition of yoga. All combine together to make India one enchanting tourism destination.

The leading adventurous activities available in India include:

### **Camel Safari**

A Camel Safari in the Thar Desert is one of the most famous adventure holiday activities in Asia. A safari would give you the chance to explore camel treks, including the ones that pass across the sand dunes in Jaisalmer.

### **Mountaineering**

Mountaineering is highly popular in India because of its Himalayan ranges, the highest mountain range in the world. The Himalayas offer ideal locations for rappelling and rock climbing, and the valleys and gorges are thrilling and offer higher levels of challenges. Those who want to enjoy mountaineering would also like to explore new activities like Jeep Safaris and biking trips at higher altitudes.

### **Scuba Diving**

India has an extremely long coastline that has helped scuba diving to become a highly sought after adventure sport. The waters of Goa, Lakshadweep and the Andaman and Nicobar Islands make the perfect place for scuba diving and snorkeling.

### **Elephant Safari**

India is home to the Asian tiger and elephant. There are a large number of tiger reserves and national parks that make elephant safari a leading adventure activity in the country.

## **River Rafting Adventure**

The large rivers of the country including the Brahmaputra, Ganges, Yamuna and the Kali have aggressive rapids that help tourists to enjoy thrilling river rafting experiences. For an adventure lover, India offers you everything to help you quench your thirst for adventure.

## **Skiing**

The abundance of mountains and snow during the winters means that skiing has become one of the most thrilling adventure sport pursued by people from all ages. There are many skiing destinations in India including Alchi.

## **Adventure Tourism on Kerala**

India's most happening destination, Kerala offers its visitors opportunities and experiences to unleash their adventure spirit.

Apart from its picture-postcard beauty, Kerala is also an ideal destination for adventure sports. This beautiful land has in store an array of adventure packed destinations; be it the high altitude mountain ranges, gushing rivers, deep dark forests or the vast stretches of the sea.

Aquatic sports, wildlife treks and paragliding are some of the most sought after activities as part of adventure tourism in Kerala.

Get off the tourist trail and pack your bags for Kerala Natventure. Where adventure is all about taking on nature in its raw. Taming its twists and turns. Its rocky paths. Its highs. and lows. Its rapids. Its slow currents. Its calm. Its fury. Come, the trip of your life beckons.

A unique topography, diverse terrain and equable climate are what make Kerala an exclusive adventure destination. From high mountains, gorges and deep –cut valleys to rolling hills and shallow valleys, Kerala's 38,863sq.km holds within itself a variety of landscapes that differ in settings and flavour. Each one of them will offer you an intense encounter with nature: each one of them will set you off on some of life's most interesting journeys.



## **Trek and Camp**

Tropical rainforests scenic country sides, majestic hills, spice plantations, grasslands...Kerala has some of nature's most exotic playgrounds for the trekker in you. From the myth-shrouded Agasthyakoodam, a haven of rare herbs and medicinal plants, to Parambikkulam that shelters the world's first ever scientifically managed teak plantation, every trekking experience here will be as captivating as the destinations themselves. Trek under a starlit sky. Spot the majestic tiger. Breathe in the fragrant air of the spices. Watch exotic birds.

## **Rock Climbing**



If you are ready to pit yourself against gravity and push your physical and mental limits, Kerala's hills, mountains, and cliffs with their rigid climbs and steep slopes present immense opportunities for rock climbing.

While Eruthavoor in Thiruvananthapuram and the Adventure Zone at Thenmala in Kollam are the most popular there are others like Munnar in Idukki and Kolagappara near Sulthan Bathery in Wayanad that offer an equally thrilling experience.

## **Water Sports**

Canoeing, Kayaking, Sailing, waterskiing, white water rafting, wind surfing... with 900km backwater stretch, 44 rivers originating from the Sahyadri hills and several beaches, Kerala is a dream come true for water sport enthusiasts.





While canoeing and kayaking can be enjoyed along the serene backwaters- which is also the venue for the spectacular snake boat races for the State, catamaran sailing is possible at the beaches of Alappuzha, Varkala and Kovalam. Parasailing is gaining popularity with the Varkala and Alappuzha beaches offering platform, beach and winch boat parasailing. For wind surfing, the beaches of Kovalam and Varkala are the best bet, while the backwaters offer great scope for speed boating and bamboo rafting.

### **Off-Road Jaunts**

A much sought-after venue for India's premier off-road events, Kerala has the right terrain to put your driving skills to the test. Rugged land, slushy trails, gentle canals, shallow river beds, dense forests, green valleys and mist-capped mountains...take them all on two wheelers or 4x4s of your choice. The boulder -filled terrain of Ponmudi in Thiruvananthapuram, the steep rocky cliffs and stream crossings of Peerumedu in Idukki district, the raw and rustic landscape of wayanad...Kerala presents immense possibilities for the adventurous.

### **Paragliding**

Get a bird's eye view of Kerala, at nearly 6,000 ft above sea level. The paragliding season starts from September and offers great flying conditions until January and again, from March to May. Float like a cloud and take on the blue skies and chat with the birds. Vagamon in the district of Idukki is fast emerging as the paragliding hotspot. The paragliding Grand Prix held during September every year brings together paragliders from across the world.

### **Bird Watching**

The abundance of greenery makes Kerala an avian paradise. Over 500 species of birds-both resident and migratory- can be found in the lush green tropical forests, numerous freshwater and brackish lakes and

waterlogged paddy fields of the state. From the Kol lands (marshlands and open paddy fields) surrounding the town of Thrissur to the Thattekkad Bird Sanctuary in Ernakulam, Kerala abounds birding sites. November to February is the best time to spot migratory birds.

## **Wildlife Safaries**

With 16 wildlife sanctuaries and five national parks nestled in the Western Ghats, Kerala offers countless options for wildlife safaris. The rich flora and fauna as well as the unique topography of the sanctuaries make every safari truly special. Enjoy majestic views of the forest perched comfortably on the back of an elephant. Follow a tiger trail. Come face to face with wild boars, otters, exotic birds and more. A boat safari through the Periyar Lake will enable you to spot herds of elephants, sambar deer etc. by the water's edge.



## Corporate Profile

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 1,300 properties in some 100 countries and approximately 188,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences under the renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Tribute Portfolio™, Four Points® by Sheraton, Aloft®, Element®, along with an expanded partnership with Design Hotels™. The Company also boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG®).

## STARWOOD'S LIFESTYLE HOSPITALITY BRANDS

We are one of the world's largest hotel and leisure companies. We conduct our hotel and leisure business both directly and through our subsidiaries. Our brand names include the following:



**ST. REGIS**  
*Hotels & Resorts*

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**St. Regis®** (luxury full-service hotels, resorts and residences) is for connoisseurs who desire the finest expressions of luxury. They provide flawless and bespoke service to high-end leisure and business travelers. St. Regis hotels are located in the ultimate locations within the world's most desired destinations, important emerging markets and yet to be discovered paradises, and they typically have individual design characteristics to capture the distinctive personality of each location.

**The Luxury Collection®** (luxury full-service hotels and resorts) is a group of unique hotels and resorts offering exceptional service to an elite clientele. From legendary palaces and remote retreats to timeless modern classics, these remarkable hotels and resorts enable the most discerning traveler to collect a world of unique, authentic and enriching

experiences indigenous to each destination that capture the sense of both luxury and place. They are distinguished by magnificent decor, spectacular settings and impeccable service.

**W®** (luxury and upscale full-service hotels, retreats and residences) is where iconic design and cutting-edge lifestyle set the stage for exclusive and extraordinary experiences. Each hotel and retreat is uniquely inspired by its destination, where innovative design converges with local influences to create energizing spaces for guests to play or work by day or mix and mingle by night. Guests are invited into dynamic environments that combine entertainment, vibrant lounges, modern guestrooms, and innovative cocktail culture and cuisine. The beats per minute increase as the day transitions to night, amplifying the scene in every W Living Room for guests to socialize and see and be seen. W Hotels Worldwide, a global design powerhouse brought to life through W Happenings, exclusive partnerships and the signature Whatever/Whenever ® service philosophy that grants its guests and local community access to what's new and next.

**Westin®** (luxury and upper upscale full-service hotels, resorts and residences) provides innovative programs and instinctive services designed with our guests' well-being in mind. Indulge in a deliciously wholesome menu, including exclusive SuperFoodsRx ® dishes. Energize in the fitness studio with the industry-leading WestinWORKOUT ® . Revive in the Heavenly ® Bath where luxurious touches create a spa-like experience. And of course, experience truly restorative sleep in the world-renowned Heavenly ® Bed—an oasis of lush sheets, down, and patented pillow-top mattress. Whether an epic city center location or a refreshing resort destination, Westin ensures guests leave feeling better than when they arrived. Westin. For A Better You.

**Le Méridien®** (luxury and upper upscale full-service hotels, resorts and residences) is a Paris-born global hotel brand, currently represented by close to 100 properties in over 40 countries worldwide. Le Méridien aims to target the creative and curious-minded traveler: an audience eager to experience something new in every destination and discover things with a new perspective. A curated approach towards culture, the arts, and cuisine unlocks the destination for Le Méridien

guests in special and inspiring ways. Signature to the experience is Le Méridien Hub – the brand’s unique lobby concept where a café inspired atmosphere and high impact art, music, and food & beverage experiences set the scene for guests to socialize and exchange ideas in a curated environment, and our Unlock Art program offering free access to local cultural institutions. Le Méridien is more than a hotel, it’s your key to unlocking unique destinations around the globe.

**Sheraton®** (luxury and upper upscale full-service hotels, resorts and residences), the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc., makes it easy for guests to explore, relax and enjoy the possibilities of travel through smart solutions and effortless experiences at more than 440 hotels in more than 72 countries around the world. The brand is currently in the midst of implementing Sheraton 2020, a 10 point plan designed to make Sheraton the global hotel brand of choice, everywhere. Sheraton recently launched “Where Actions Speak Louder,” a multi-channel, multi-million dollar advertising campaign that highlights the brand’s ongoing enhancements to its guest experience, including new products and partnerships, and a renewed focus on service. With work well underway, the brand has already rolled out a variety of initiatives under Sheraton 2020, including Paired, a new imaginative lobby bar menu; the richest SPG promotion in the brand’s history; and Sheraton Grand, a new premier tier that recognizes exceptional Sheraton hotels and resorts.

**Tribute Portfolio™**, our newest brand, gives guests access to exceptional independent hotels around the world. From boutique resorts to compelling hotels in choice urban locations, Tribute Portfolio hotels offer inspired style and superior service.

**Four Points®** (select-service hotels) delights the smart traveler with what is needed on the road for greater comfort and productivity. All at the honest value our guests deserve, with perks they don’t expect. Our guests start their day feeling energized and finish up relaxed, by kicking back with one of our Best Brews (local craft beer, coffee). Four Points is Best For Business.

**Aloft®** (select-service hotels) opened its first hotel in 2008 and has rapidly expanded to 93 properties in 15 countries by the end of 2014. Designed for global travelers who love open spaces, open thinking and open expression, Aloft is where travel creates possibilities. An affordable alternative for the tech-savvy and confidently social, Aloft caters to the global traveler. With a vibrant social scene at W XYZ ® bar, modern authentic design throughout and technology that keeps up with the next gen traveler, Aloft is: Different. By Design.

**Element®** (extended stay hotels) first opened in 2008, providing a modern, upscale and intuitively designed hotel experience that allows travelers a place to thrive. Whether stopping by for a few days or settling in for a few weeks, Element hotels proves that time away from home doesn't mean time away from life. All Element hotels are pursuing LEED certification furthering the green from the ground up sensibility of the brand. Extended Stay Reimagined.

**Design Hotels™** represents and markets a curated selection of over 290 independent hotels in more than 50 countries across the globe. All hotels are united by thought-provoking design and architecture; integration into the local scene; a strong identity; cultural and environmental responsibility; and the people behind each property, Originals, whose hotels become creative gathering points and cultural institutions for both travelers and members of the surrounding community. Each Original is crafting his or her hotel with the purpose of creating original experiences and unexpected moments that provide lasting memories. Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, and Singapore.



ST REGIS

FOUR POINTS  
BY SHERATON

THE LUXURY COLLECTION  
Hotels & Resorts



Le MERIDIEN

aloft  
A VISION OF W HOTELS

WESTIN  
HOTELS & RESORTS

W  
HOTELS

## SOUP TIME

### Homemade Chicken Noodle Soup

#### Ingredients:

- 1 Whole Chicken
- 3 qt. low-sodium chicken broth
- 6 carrots
- 4 stalk celery
- 3 medium onions
- 5 black peppercorns
- 1 clove garlic
- 10 sprig parsley
- 2 sprig thyme
- 1 bay leaf
- 2 tbsp. unsalted butter
- 4 leeks
- 1 tsp. salt
- 1 tsp. fresh-ground pepper
- ½ c. heavy cream
- Greek Yogurt
- Lemon Zest



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#### Directions

1. Snip end of spinach bag and microwave 2 minutes or until wilted. Squeeze excess liquid from spinach.
2. Sauté onion in melted butter in a large saucepan over medium heat until translucent, about 5 minutes. Add flour and cook, stirring constantly, 1 minute. Whisk in stock; stir in broccoli. Bring to a boil; reduce to a simmer and cook, stirring occasionally, 10 minutes or until broccoli is tender.
3. Stir in wilted spinach and cream. Process soup with an immersion blender (or carefully in batches in a blender) until smooth. Season to taste with salt and pepper. Serve with Greek yogurt and lemon zest.



## CHEF'S SPECIAL

### LEMON SALMON STEW



#### Ingredients

400g Salmon fillets, cubed  
1/2 tsp. Salt  
1 tbsp. Minced parsley  
1 tbsp. Flour  
1/4 tsp. Powdered turmeric  
1 Onion, minced  
1 clove Garlic, minced  
2 tbsp. Butter  
2 Bay leaves  
100g Fresh mushrooms, cut in half  
5 stems Dry marjoram leaves  
250ml Chicken stock  
3 tbsp. Sweet Soy Sauce  
50ml Cooking cream  
3 tbsp. Lemon juice



#### Instructions

1. Rub salmon with salt, 1 tbsp. lemon juice, powdered turmeric and minced parsley. Place salmon in flour a few at a time to coat. Shallow-fry until half-done. Remove from pan. Drain.
2. Sauté onion, garlic and bay leaves with butter until fragrant. Add the champignon mushrooms, stir evenly.
3. Add chicken stock and cream. Bring to the boil, add the sweet soy sauce and cook until the sauce thickens.
4. Add remaining lemon juice and marjoram leaves. Lastly, add the salmon and cover the pan with the lid. Cook for 1 minute and remove from heat. Cool for a few minutes before serving.

## RAGI COCONUT LADOO

### Ingredients

1 cup finger millet flour (ragi)

1/4th cup jaggery, powdered

1/4th cup peanuts, roasted

1/4th cup coconut, grated

Salt, a pinch



### Method

Take the flour and salt in a bowl and sprinkle water little by little whilst mixing it but breaking them into crumbs as you keep mixing.

Mix in the coconut. Steam the mixture with coconut for 10-15 minutes.

Lay the mixture onto a tray and let it cool.

Blend the jaggery with the flour mixture and peanuts.  
Roll them into lemon-sized balls and devour!

## BEVERAGE HOUR

### • STRAWBERRY ANGEL

#### Ingredients

- 4 Strawberries
- ½ lime
- 45ml Vodka
- 15ml crème de menthe white
- 5ml sugar syrup

Glass: Margarita

#### Method:

Blend all the ingredients with crushed ice.



### • BANANA BLOSSOM

#### Ingredients

- 2 ripped banana
- 5ml Lime juice
- 2 scoope vanilla ice-cream
- 1 Sweet Cherry
- 5 ml honey

#### Method:

Blended all the ingredients and garnish with cheery





### FOOD ADULTERATIONS THAT WE HAVE IGNORED

**Adulterated food** is impure, unsafe, or unwholesome food

Adulteration in food is normally present in its most crude form, prohibited substances are either added or partly or wholly substituted. In India normally the contamination/adulteration in food is done either for financial gain or due to carelessness and lack in proper hygienic condition of processing, storing, transportation and marketing. This ultimately results that the consumer is either cheated or often become victim of diseases. Such types of adulteration are quite common in developing countries or backward countries. However, adequate precautions taken by the consumer at the time of purchase of such produce can make him alert to avoid procurement of such food. It is equally important for the consumer to know the common adulterants and their effect on health.

### What is Food Adulteration?

The technical definition of food adulteration according to the Food and Safety Standards Authority of India (FSSAI) is, "The addition or subtraction of any substance to or from food, so that the natural composition and quality of food substance is affected."

Food adulteration can be intentional when done to add volume, texture, taste or stability to the items. Or it can be due to carelessness or poor maintenance of the facility/logistics on part of the food manufacturer/distributor. The bottom line is that it can cause serious long term damage to your health.

## The Most Common Food Frauds

According to FSSAI, "Some of the most common adulterated foods are milk and milk products, *atta*, edible oils, cereals, condiments, pulses, coffee, tea, confectionery, baking powder, vinegar, *besan* and curry powder." Sometimes, simply

looking at the food won't giveaway whether it's been adulterated or not.

In a lot of cases, food additives and chemicals hide behind their scientific pseudo names. While this might not fall under the exact definition of food adulteration, they're just as bad. Chocolate bars with hydrogenated vegetable oils instead of cocoa, dried herbs that might have been extracted using chemical solvents, modified starch which lets the product withst and

extreme temperatures, the use of functional flour in cereals and more.



## Check Your Food for Adulteration

There is a good chance that a lot of what you eat is adulterated. While it might be difficult to detect with regards to packaged foods, there are certain everyday foods you can cross-check.

Food adulteration has been greatly increased during last couple of years. Along with basic food grains like rice and wheat, and spices like 'chillies', 'black pepper', 'turmeric' etc. packaged water and bottled soft drinks are also in the area of adulteration.

Government officials tested various foods in their laboratory over the past 5 years indicated that 'milk', 'ghee', 'edible oils', 'pulses', 'mineral water' etc. were being adulterated creating worry among common people as well as health officials. Milk, generally known as one of the major nourishments of the human body, but in reality, milk is being

adulterated with urea crossing the permissible limit – which is 700 particles per million. It is very much ridiculous that milk is being prepared with ‘urea’, ‘detergent’ etc. in various states of India.

Rice is being adulterated with small ‘grains of stones’ to increase the overall weight per quintal by unscrupulous retailers. Likewise, mustard oil is adulterated with crude ‘rice bran’ oil.

Our household spices like turmeric powder is also adulterated with ‘metanil yellow’. ‘Metanil yellow’ is produced with utilizing some raw materials like ‘metanilic acid’ and ‘diphenylamine’. The common people do not know the risk of consuming turmeric powder mixed with ‘metanil yellow’. It is purely carcinogenic – means it is capable of causing cancer in living tissues. In a cup of lukewarm water, include around 1/4-1/2 tsp Turmeric powder and mix it well. Include few drops of lemon/lime juice. If the water turns violet, pink, or purple it is surely adulterated. It demonstrates the vicinity of Metanil Yellow which is said to be carcinogenic.

Even the tomato sauces mostly used in local fast food centers in numerous areas of West Bengal, are also artificially made from ‘pumpkin pulp’, ‘sugar’, ‘non-edible colours and flavours’. No tomato is present in that sauce to maintain very cheap rate in the local market. These sauces with ‘artificial colours and flavours’ are highly carcinogenic. These are being supplied rampantly without the checking of the health department.

A food sample report says that Punjab is in the top position regarding food sample failure in India. West Bengal is also approaching neck by neck in food adulteration process with other states of India. Likewise, quantity of failed samples of ghee, ice cream was 23% in the year 2015, which increased to 45% this year.

Local packaged water was being ‘miss-branded’ in huge number of cases after removing of bacteria and projected as ‘mineral water’ with no required ISI or BIS authentication. But health officials said that it was not at all mineral water, instead it was simply packaged plain water.

Tea leaves were discovered adulterated with iron flakes to expand their weight while the silver foil used to enhance the look of desserts like ‘Burfi’ was being substituted with Aluminum Foil, which is harmful to human being. Various pulses were found to have been adulterated with non-edible colours while ‘black pepper’ was blended with ‘papaya seeds’ to more money by corrupt merchants.

Items like ‘supari’, ‘pan masala’ and ‘gutkha’ had an abnormal state of ‘adulteration’ as 66% tests failed in 2014. Ashok Kumar, food analyst at the state-run Food Laboratory, Punjab told that ‘Pan Masala’ and ‘Gutkha’ had tobacco and nicotine.

The situation is so grave that the common people should come forward and take initiative in informing the health departments of respective states continuously. But at the same time, the health departments of various states should be active in operating their helpline telephone numbers and email addresses. Specific raids should be there again and again with proper prosecution of convicted merchants. Any kind of political pressure must be overruled for the sake of mankind.

We have all become a little skeptical of the purity and quality standards of the food we consume these days. Food colours, chemicals and additives often creep up not just in our local produce, but even in packaged products. Mixing milk with water to add volume, starch in *paneer* to make it thicker and fluffier, hydrogenated oils and *vanaspati* in *ghee*, and *anatta* in butter to give it that dark, rich yellow colour, stories like these often shake us up and make us question what we eat. The recent case of food adulteration that took the country by storm was 'The curious case of instant noodles'. Maggi Noodles was found to contain higher than permissible levels of lead and MSG. It was tested by independent and state run food labs across the country. Some validated the accusations while others dismissed it, but the entire episode tarnished the image of not just '*Meri Maggi*' but of the category of instant noodles itself.



Unlike certain cases of adulteration which might be purely cosmetic, some like Maggi Noodles can have serious health implications. For example, what would happen if you were to eat lead as part of your food over a long period of time? Prominent nutritionists and doctors told us that lead, if consumed in larger quantities, could damage almost every organ of your body causing them to shut down, one by one.

But where there are problems, there must be a solution. We've got some great tips and techniques that will help you pick out the bad apple i.e. spot adulterated foods and keep them away from your kitchen.

## **Milk**

Milk is possibly one of the easiest targets and that's why you'll find hundreds of cases where food authorities or independent food testing agencies have found milk to be adulterated. A 2014 report warned users of how the milk produced by Indian cows might be adulterated because they graze on garbage. A 2012 study conducted by the FSSAI across 33 states found that milk in India was adulterated with diluted water, detergent, fat and even urea.

How to check if your milk is adulterated: Put a drop of milk on a polished slanting surface. If it flows leaving a white trail behind, then it's pure but if it flows without leaving a mark then it's adulterated. To make sure that the milk you're having isn't synthetic, pay attention to its taste. Synthetic milk has a bitter, almost soapy aftertaste and turns yellow on heating.

## **Coconut Oil**

How to check if it's adulterated: Place the bottle or container of coconut oil in the fridge. The oil will freeze and leave the adulterant as a separate layer.

## **Honey**

The Journal of Food Science suggests, "Olive oil, milk, honey, saffron, orange juice, coffee and apple juice are the seven most likely food

ingredients to be targets for intentional or economically motivated adulteration of food."

How to check if honey is adulterated: Honey is often adulterated with water to increase the bottle's quantity. The best way to ensure that's not the case, dip a cotton wick in pure honey and light it with a matchstick. If there is water in the jar it won't allow the honey to burn.

### **Chilli Powder**

How to check if it's adulterated: Chilli powder is often adulterated with a similar looking substance like brick powder. To find out if yours is too, take a teaspoon of chilli powder and stir it into a glass of water. If the water changes colour to something red and earthy then you know your powder was adulterated.

### **Cumin Seeds**

How to check if it's adulterated: Rub the cumin seeds in the palm of your hand. If they rub off a black colour then they've been coloured and are adulterated.

### **Green Chilli**

Those gorgeous green chillies that turn the heat up in your dishes may not actually be that green. So if you'd like to make sure they are, then take a piece of cotton soaked in liquid paraffin and rub a small portion of the chilli. If the piece of cotton picks up any colour, then the chillies are adulterated.

### **Tea Leaves**

Tea leaves are often adulterated with chemicals and additives that add to its aroma or flavour. But the most common kind is colour and here's how you can spot it.

Take a filter paper and spread a few tea leaves on it. Sprinkle some water over the filter. If there is any colour present in the leaves then it'll stain

the paper. Now wash the filter paper under tap water and carefully look for stains against the light.

It is debatable, the extent to which we can check food for adulteration. But we can do our part to make sure that what we're eating or feeding our families is safe and pure.

## **FOOD LAWS IN FORCE IN INDIA**

### **THE SECOND SCHEDULE**

1. The Prevention of Food Adulteration Act, 1954 (37 of 1954).
2. The Fruit Products Order, 1955.
3. The Meat Food Products Order, 1973.
4. The Vegetable Oil Products (Control) Order, 1947.
5. The Edible Oils Packaging (Regulation) Order, 1998.
6. The Solvent Extracted Oil, De oiled Meal, and Edible Flour (Control) Order, 1967.
7. The Milk and Milk Products Order, 1992.
8. Any other order issued under the Essential Commodities Act, 1955 (10 of 1955) relating to food



सत्यमेव जयते

## **THE WHO FIVE KEYS TO SAFER FOOD**

Food safety principles that all food handlers should follow:

- 1 KEEP CLEAN**
- 2 SEPARATE RAW AND COOKED FOOD**
- 3 COOK FOOD THOROUGHLY**
- 4 KEEP FOOD AT SAFE TEMPERATURES**
- 5 USE SAFE WATER AND RAW MATERIALS**

### SAFFRON

The ultimate origin of the English word saffron is, like that of the cultivated saffron clone itself, of somewhat uncertain origin. It immediately stems from the Latin word safranum via the 12th-century Old French term safran. Saffron is a spice derived from the flower of *Crocus sativus*, commonly known as the "saffron crocus".



Saffron crocus grows to 20–30 cm and bears up to four flowers. The styles and stigmas, called threads, are collected and dried to be used mainly as a seasoning and colouring agent in food. Saffron's taste and iodoform or hay-like fragrance result from the chemicals picrocrocin and safranal. It also contains a carotenoid pigment, crocin, which imparts a rich golden-yellow hue to dishes and textiles.

### What is Saffron?

With its bitter taste, hay-like fragrance, and slight metallic notes, the apocarotenoid-rich saffron has been used as a seasoning, fragrance, dye, and medicine. Dried saffron is composed of 12% water, 65% carbohydrates, 6% fat and 11% protein. As for other spices or dried foods, the nutrient content of dried saffron in a 100 gram amount shows richness of nutritional value across B vitamins and dietary minerals. In a typical serving of one tablespoon (2 grams), however, only manganese is present as 28% of the Daily Value while other nutrients are negligible.

### History:

It has been used for over four millennia. Human cultivation and use of saffron spans more than 3,500 years and extends across cultures,

continents, and civilizations. Saffron, a spice derived from the dried stigmas of the saffron crocus (*Crocus sativus*), has through history remained among the world's most costly substances. The saffron crocus is a genetically monomorphic clone native to Southwest Asia; it was probably first cultivated in or near Greece.

Saffron is one of the highly prized spices known since antiquity for its color, flavor and medicinal properties. It is the dried "stigma" or threads of the flower of the *Crocus sativus* plant.

### **HEALTH BENEFITS:**

Saffron contains several plant-derived chemical compounds that are known to have been anti-oxidant, disease preventing, and health promoting properties. Their flower pistils compose several essential volatile oils, but the most important of them all is safranal which gives saffron its pleasant flavor. This colorful spice has many non-volatile active components; the most important of them is a-crocin, a carotenoid compound, which gives pistils their characteristic golden-yellow color. It also contains other carotenoids, including zeaxanthin, lycopene,  $\alpha$ - and  $\beta$ -carotenes. These are important antioxidants that help protect the human body from oxidant-induced stress, cancers, infections and acts as immune modulators. The active components in saffron have many therapeutic applications in many traditional medicines as antiseptic, antidepressant, anti-oxidant, digestive, anti-convulsant. This novel spice is a good source of minerals like copper, potassium, calcium, manganese, iron, selenium, zinc and magnesium. Potassium is an important component of cell and body fluids that helps control heart rate and blood pressure. Iron is essential for red blood cell production and as a co-factor for cytochrome oxidases enzymes. Additionally, it is also rich in many vital vitamins, including vitamin A, folic acid, riboflavin, niacin, vitamin-C that is essential for optimum health.



## TIPS CORNER



1. While making dosas, put two tbsps of cooked rice into the batter. The dosa will flip over easily and will be crisper.
2. If you want to keep any salad fresh for an evening party, first chill the bowl or tray in which you intend to serve the salad.
3. Store mushrooms in paper bags rather plastic bags or trays. This stops them from becoming 'slimy' and prolongs their life.
4. While boiling corn on the cob, add a pinch of sugar to help bring out the natural sweetness.
5. While cooking cabbage, add a bay leaf. This will reduce the smell during cooking and also give a subtle flavor.
6. While cooking mince, put a whole carrot in with the mince. The carrot will absorb the excess fat in the meat. Remove the carrot when cooked and cut up with other vegetables for soup or simply discard.
7. To peel an orange or a tomato less messily, dunk it in hot water for a minute or two and then in cold water for the same amount of time. You will have an easy to peel orange or tomato.
8. Place rolled 'puris' in the fridge for 10 minutes before frying them. They will consume less oil and turn out crisper.
9. To boil a cracked egg, add some vinegar to the water and place the egg in it. The egg shell will remain inside.
10. To remove seeds from lemon, just roll it on hard surface applying a little pressure from your palm. Now cut it, you will find all seeds coming out easily.



## DEPARTMENT ACTIVITIES (2015 – 2016)

The Department of Catering Science and Hotel Management inaugurated the students Association **“Epicurienz”** and released the magazine **“Kongu Flavours”** Volume - III on 06 July, 2015 and Mr.S.Sasikumar, Training Manager, The Accord Group of Hotels, Pondicherry was the resource person.

An Orientation program on **‘Personality Development’** and **‘Team Building’** was conducted for the students.

The Department organized a Workshop on **“Jargon – F&B Service Skills”** on 05 August 2015. The workshop was conducted by Mr.Maran Narayanasamy, Crystal Cruise Lines, USA.

The Department organized a National Level Seminar on **“The Face of Tourism – Dealing with the change”** on 23 September 2015. Mr.T.Selvarathinam, Learning & Development Executive, The Taj Vivanta, Coimbatore was the resource person.

The Department organized the **“World Tourism Day”** on 25 September 2015 and visited Vellode Birds Sanctuary for cleaning activities and tree saplings.

The Department organized a Student enrichment programme on **“INSIGHTS – Creating Human Values”** on 21 and 22 January 2016.

The Department organized an **ALUMNI MEET** on 21 February 2016.

## **EXTENSION ACTIVITY**

Conducted “Healthy Cooking” programme for Nanjanapuram government school students and public on 29.01.2016. Sponsored cooking utensils by Dept. of CS & HM, KASC.

## **VALUE ADDED COURSE**

- Department conducted 3 Value Added courses; Basic Cookery, Advanced Cookery and Travel & Tourism Management to our college students.

## **INDUSTRIAL VISIT**

- First and second year students went for an Industrial visit to Goa (Hotel Park Hyatt Resorts and Spa) from 27.08.2015 to 29.08.2015
- Third year students went for an Industrial visit to Ooty (Club Mahindra Holidays and Resorts) from 13.02.2016 to 14.02.2016.

## **INTERNSHIP TRAINING**

Final year Catering Science & Hotel Management students successfully completed their 4 months ‘Internship Training’ in the following International Chain Hotels from May 2015 to September 2015.

- PARK HYATT RESORTS AND SPA, GOA
- TAJ VIVANTA, COIMBATORE
- HOTEL ACCORD METROPOLITAN, CHENNAI

## **STUDENTS ACHIEVEMENTS**

Students have won the First prize in Flower Arrangement at ‘Cometz 2016’ a **National Level Hospitality Competition** held at Sri Krishna Arts & Science College –Coimbatore on 18 and 19 Feb 2016.

## **SEMINARS & COMPETITIONS ATTENDED**

- ✓ Students participated in a International Level Workshop on “Wine and Gueridon Service Skills” held at Garden City College, Bangaluru on 28 and 29 January 2016.
- ✓ Students participated in a National Level Workshop on “A Taste of South India ”held at Sankara College of Science and Commerce, Coimbatore on 01.02.2016.



## PLACEMENT

The following students were placed in the academic year 2015- 2016

S.No	NAME OF THE STUDENT	NAME OF THE COMPANY
1	ARUNKUMAR B	Oberoi Group of Hotels
		The Park Hotel
2	HARI PRASANTH M	Hotel Le Meridien
		Oberoi Group of Hotels
		The Park Hotel
3	KAMALAKANNAN G	The Park Hotel
		The Raintree Hotels
4	KARVENDHAN R	Feathers Hotel Group
		Liquid Cafe
		The Park Hotel
5	SANTHOSHRAJ K	Liquid Cafe
6	PRAKASH S	Feathers Hotel Group
7	RAHUL RAJ R	Hotel Le Meridien
8	MOHAMMED RAFI A	Hotel Le Meridien
9	JERIN AJIN RAJ J	Hotel Le Meridien
10	KANNAN M	Hotel VITS Le Pebble

Thank you dear Recruiters .!!

## CAMPUS UPDATE

### Students Association “EPICURIENZ” - Inauguration



### “Jargon – F&B Service Skills”



## National Level Seminar on “The Face of Tourism”



## “World Tourism Day”





## “INSIGHTS – Creating Human Values”



## EXTENSION ACTIVITY



Food is our  
common  
ground,  
a universal  
experience.

James Beard



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