

Kongu



Flavours

Annual Magazine of Epicurienz

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KONGU
Assuring the Best

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Epicurienz's Voice

The vibrant publishing team of Epicurienz's Voice has come out with the splendid Second 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 ecofriendly 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 Four Seasons, Green Park, Club Mahindra Holidays and aloft group of hotels

Epicurienz wishes all the final year students for the successful completion of their IET Programme

"Getting your dinner on a paper plate just isn't the same thing ...
Something as simple as a hot dinner on a proper plate changes the meal
into a la carte instead of 'just take away'!"



RECENT OPENINGS

Openings Create Job Opportunities

ITC Vilasa, a Luxury Resort and Spa (Debuting Shortly) Mahabalipuram

Nestled along the scenic East Coast Road in Mahabalipuram, Tamil Nadu, ITC Vilasa, Resort & Spa, has been conceptualized as a one-of-a-kind destination resort that is luxurious, modern, personal, discreet, vibrant and engaging. Situated 25 km south of Chennai, an hour's drive from the Airport, the resort is located along the majestic Bay of Bengal, the largest Bay in the World.

Built to perfection, the resort strives to offer its guests the opulence of fine living through its architecture, design, and interiors. At the center of the resort is a Courtyard surrounded by a lotus pond on one side and a dance floor for evening cultural performances on the other, which will give its guests a rejuvenating sensation. The pond has a self sustaining ecosystem which will further lend serenity to the place. 106 magnificent and luxurious accommodation choices incorporate the finest facilities and service, and will allow guests to experience the power of space and comfort.

The delectable cuisine choices, the pulsating ambience of the restaurants and efficient service ensure a perfect culinary journey for all its patrons. The spacious and well appointed meeting and banqueting spaces will serve as an ideal set up for hosting memorable events, celebrations, and collaborative engagements. ITC Hotels' internationally acclaimed indigenous spa Kaya Kalp – The Royal Spa finds residence at ITC Vilasa to enable guests to recover from the stress of urban life in the lap of nature.



A Haven
of Luxury
by the Bay of Bengal

ITC Grand Bharat
- Golf and Spa Resort (Debuting Shortly)

Manesar

Located amidst the ancient Aravali Ranges, ITC Grand Bharat is the ultimate expression of luxury & fine living, offering a reflection of 5000 years of Indian culture, straddling elements of ancient, medieval and modern India.

The resort eulogizes the spirit of 'Bharatvarsh' – the very idea of India through its architecture, services, cuisine, décor, ambience and recreational activities.

The 104 all-suites, one of a kind luxury destination resort is located 45 km from the national capital and offers high-end accommodation, a 27-hole Jack Nicklaus Signature Golf Course & a plethora of recreational and well-being indulgences. The mosaic of experiences offered at the resort extends to signature cuisines from India and around the world as well as elaborate conferencing facilities.

WelcomHotels Jodhpur (Debuting Shortly)

Jodhpur

Situated at the edge of the Thar Desert, WelcomHotel Jodhpur is set against the somber and arid landscape of Rajasthan is.

A tribute to the city of Jodhpur and laden with history, culture & monuments that enliven the Royal era of the Princely State; WelcomHotel Jodhpur endeavors to bring about an element of grandeur through fine cuisine, music, colour and a unique mélange of urban and ethnic experiences.

The hotel draws inspiration from the desert oasis, the timelessness of the colours and traditions of Rajasthan, not limiting itself to any gharana or royal lineage.

It has a splendid display of rambling courtyards, each with distinctively unique and rich character, landscaped gardens and serene water bodies.



THE WESTIN BEKAL RESORT & SPA

OPENING MARCH 1, 2015

Bound by the Arabian Sea and the Western Ghats in South India, Bekal is a small town situated in north Kerala's Karasagod District. Nestled along Bekal Beach, with access to internal lagoons, The Westin Bekal Resort & Spa offers opportunities to experience both the beach and backwaters. A convention centre is steps away, and Karasagod Railway Station is only 15 kilometers from the hotel.

Mangalore International Airport (IXE) can be reached by car in 90 minutes.

Explore Bekal's diverse landscapes. Take a leisurely stroll along the beautiful palm-fringed Kappil Beach, Bekal Fort Beach, or Kanwatheertha Beach. Pandiyan is an ideal spot for adventurous swimmers. Partake in water activities or elevate your senses with a picturesque cruise along the balmy backwaters and estuaries, allowing outstanding views of the verdant landscapes. Just 30 kilometers from Bekal, the small island Valiyaparamba is another popular spot for boat cruises. Find serenity at one of the nearby hill stations at scenic Kottancherry and Ranipuram. Home to waterfalls, streams, rainforests, and wildlife, both are ideal for trekking, and Ranipuram is also home to wild elephants.

A top attraction with superb sea views, Bekal Fort is not to be missed. Built during the 17th century, it is Kerala's largest and best-preserved fort. The 17th-century Chandragiri Fort and Hosdurg Fort is also both worthy of a visit. More history can be found in Kasaragod's numerous temples, mosques, and churches, including Ananthapuram Lake Temple.



F & B NEWS

India's Baking Revolution

As a foodie and chef, I cannot disagree with author Judith Olney who said: "Once in a young lifetime one should be allowed to have as much sweetness as one can possibly want and hold!" So here are 20 raging trends in the Indian baking scenario in 2014



1. Home Baking

The guild of home bakers in India is growing by the day in any given cosmopolitan city in India. From taking on customised orders and promising midnight deliveries to participating in bake-offs, home bakers are painting the town red.

2. Technical Baking

Methods and trends in the baking world are constantly evolving and India is not too far behind. We have now embraced molecular gastronomy, tempering of chocolate and utilisation of edible gold in our cakes and desserts.

3. Artisan Breads

There is nothing quite like the aroma of handcrafted breads and if one is the kind of person who has a fascination for international artisan breads, the Indian bakery industry today would not fail to impress one. Whether it is Zopf, Baguette, Stromboli or Focaccia, you can literally have the best of world breads in India now!

4. Choux Pastry

Following the trend in the West, we have also hopped on the bandwagon with this trend. The light chewy texture and the buttery flavour cannot quite be substituted by anything else. The éclair is the clearly the brand ambassador of the now ubiquitous choux pastry.

5. The Naked Cake

Nude cakes sans icing are slowly but surely increasing in popularity. For those who prefer to steer away from butter cream smattered cakes or one that calls for covering with fondant, this is the most viable and stylish option. More commonly seen on the wedding circuit, naked cakes are slowly making their entry into other small-scale events and parties.

6. Layered Cakes

One does not particularly have to go all out and make a rainbow cake. In India, experts and lay people have been efficiently trying their hand at layered cakes in softer pastel colours too. For that wow effect, it's best to ice the outside of the cake in one colour so when one cuts the first slice, one's customer/guest will be in for a colourful surprise!

7. Chevron Detailing

If one is a fan of geometry and monochrome, chevron is the way ahead. The taller the cake, the appealing, the look. Do not forget to go berserk with flavours.

8. Hand-Painted Cakes

Indian bakers and pastry chefs are personally devoting more time to customising cakes and hand-painting cakes according to the theme of the choice. Whether it's a sunset or a mehendi pattern or Oriental concept, hand-painted cakes call for a steady hand.

9. Fusion Desserts

While cronuts (a cross between the croissant and the doughnut) were quite the hit last year, in India, with pastry chefs exploiting their potential to the fullest and putting their creativity to test, the cake pop also received its share of attention. Now, we are moving on to newer ideas like yoghurt popsicles, for example. Indian flavoured cupcakes that call for the use of native spices are also gaining ground. The ice cream sandwich has resurfaced in 2014.

10. Bite-Sized Desserts

With everyone trying to lose weight and eat light, remember to keep your desserts short and sweet. Perfect for the summer, when our bodies tend to take in lesser amounts of food, sweet treats in fun sizes are in. Some of the most popular mini desserts include mini cupcakes, peanut butter truffles, lime tartlets, and so on.

11. Sugar-Free Desserts

Taking on from the previous point, calorie-conscious folk are opting to eat sugar-free desserts. And if diet Coke is available, pastry chefs in India are also offering numerous sugar-free dessert options, some of which include sugarless apple cookies and fudgy brownies.

12. French Pastries

If we could, we would love to be like the French in more ways than one. But for now, the Indian baking industry is more than happy manufacturing and retailing the best of French pastries. From the more common like Opera and Macaron to the now popular Mille-Feuille, customers are spoilt for choice.

13. Cake in a Jar

Mason jars are pretty but what is prettier is cake in it. Indian bakers are now serving up rainbow cakes and a wide array of cheesecakes in mini jars. They make for excellent eye-candy.

14. Savoury Desserts

Desserts are not all about sugar anymore. After all, not everybody has got a sweet tooth. If you thought a Hawaiian pizza with small slices of pineapple was all that you could take, the apple pizza for example is sure to blow your mind. Lemon fennel pannacotta is another must-try.

15. Smoked Desserts

If you are of the idea that only sausages can be smoked, pastry chefs in India will surprise you this year, and no, we are not talking about the five star bakeries only. Take your pick from smoked chocolate brownies and smoked cheesecake in 2014.

16. The New and Improved Cheesecake

Move over mango, strawberry or blueberry, you can now order yourself a key lime cheesecake, a black forest one (a signature treat at Lavonne) or perhaps one that contains sticky peanut butter.

17. Veggie Tales

Whoever said vegetables have to make it only to your appetiser or your main course? Today, pastry chefs are churning out desserts that incorporate fresh vegetables of all sorts. Zucchini cakes, pumpkin pie and bean brownies have already witnessed some fame in India.



18. Tea Infused Desserts

Drinking tea sure is healthy but you should bake with it instead. Tea-spiked desserts come with a subtle and versatile flavour. Add it to chocolate mousse or your traditional ice cream even and notice the difference.

19. Ombre

Ombre has been quite the rage abroad and now Indians are latching on to the trend. The colour graduation from light to dark offers a stunning effect and is largely in keeping with the fashion world's obsession with similar trend in clothes and accessories.

The best feature about ombre cakes is that they are relatively easy to create. You just need to get the mixing of food colouring right. Also, this is not just limited to cakes. Indians are now trying it out with jelly too. Also, you can infuse a different fruity flavour into each layer of the cake.

20. Salted Caramel

Salted Caramel has always been endearing but the Indian baking industry is now taking it more seriously. From macaron and chocolate truffles to ice cream and brownies, the sweet-and-salty trend is only going to get bigger this year.

So now that you have got to know everything you need to about what is hot and trending in the baking world, go on, bake, and also indulge.



- Vinesh Johny
*Executive chef and co-founder,
Lavonne Academy of Baking Science and Pastry Arts,
Bangalore*

Jackfruit rich in dietary fibre; Bulk laxative & prevents colon cancer

Jackfruit, or *Artocarpusheterophyllus*, is a tropical fruit of immense medicinal value. The fruit is unique for its size and sweet taste. It is rich in energy, dietary fibre, minerals and vitamins, and is free from saturated fats. Botanically, the fruit, native to Asia, belongs to the family of Moraceae, genus *Artocarpus*, and is closely related to figs, mulberry and breadfruit.

It comprises soft, easily-digestible flesh (bulbs) with simple sugars like fructose and sucrose, which when eaten, replenish energy and revitalise the body instantly.

Nutritive value

The dietary fibre content in jackfruit makes it a good bulk laxative, and helps protect the colon mucous membrane as well as bind to cancer-causing chemicals in the colon. The fresh fruit has small amounts of Vitamin A, and flavonoid pigments such as carotene- β , xanthin, lutein and cryptoxanthin- β , which play vital roles in antioxidant and vision functions.

It is a good source of antioxidant Vitamin C. It is rich in the B-complex group of vitamins, and contains good amounts of vitamin B6 (pyridoxine), niacin, riboflavin, and folic acid. The fresh fruit is a good source of potassium, magnesium, manganese, iron, copper, zinc and selenium.

The seeds are rich in protein and nutritious. In Southern India, they are either eaten as a roasted snack or added to curries in place of lentils. Jackfruit is low in sodium, cholesterol and saturated fats.

Chinese medicine uses jackfruit to fight the effects of alcohol in the body. Being rich in phytonutrients like Lignans, Isoflavines and Saponins, it is known for anti-cancer and anti-aging properties.

Rita Narayanan *Associate professor, Department of Dairy Science,
Madras Veterinary College, Chennai, Tamil Nadu.*



Kerala Spices come in small pack but contain larger health benefits

Monday, May 26, 2014 IST

Dr. Puneet Nayak



Spices in Indian food have major role to play. India grows over 50 different varieties of spices. There is a huge demand for Indian spices in the world market too. A mere pinch can take away health woes while giving food a flavour that is unparalleled. Spices are good, not just for taste buds, but also possess immense health benefits. Spices are rich in antioxidants, and scientific studies suggest that they are also potent inhibitors of tissue damage and inflammation caused by high levels of blood sugar and circulating lipids. Because spices have very low calorie content and are relatively inexpensive, they are reliable sources of antioxidants and other potential bioactive compounds in diet.

Kerala spices have gained wide acclaim across the globe for their aromatic smell and flavor. Kerala holds pride in being the hub of spice trade in India for nearly thousands of years now. Kerala is famous for exotic spices grown in the region. Once part of the legendary Silk Route, Kerala has historically generated international interest and trade links due to the abundance of these condiments. Spices that grow well in this region are cardamom, cinnamon, clove, ginger, vanilla, nutmeg, black pepper, leafy oregano, rosemary, curry leaves, thyme, basil (tulsi), mint, bay leaf, coriander and sage. Oils and extracts of these spices such as clove oil, cinnamon and vanilla extracts are also great favorites. Spices supply calcium, iron, vitamin B, vitamin C, carotene and other antioxidants.

Black pepper, world's most widely used spice is indigenous to Kerala. The hot and pungent berries of the pepper plant are one of the earliest known and the most widely used spice in the world.

Researchers are exploring the potential of spices to boost metabolism, promote satiety, aid weight management and enhance the overall quality of a diet. This dried fruit is a digestive, stimulant, appetizer, expectorant and a great nervine tonic. Most of us have used it as an effective home remedy for cough and cold. Black pepper is an antioxidant such that it prevents and curtails oxidative stress. Black pepper also reduces the damage caused by a diet full of saturated fats which is found to be the main cause of oxidative stress.



Monday, May 26, 2014 IST

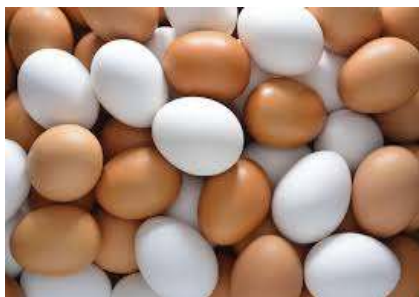
Dr. Puneet Nayak

*CMD, Prettislim & Obesity Consultant,
Mumbai*

Egg powder from India to enter Russian market soon as demand increases

Russia would commence the import of egg powder from India about a month from now (or perhaps sooner), owing to the increase in the demand for it. Rosselkhoznadzor, Russia's agricultural watchdog, confirmed the development. India, the world's third largest producer of eggs, currently exports table eggs, egg white powder and egg yolk powder to about 30 countries, and had been in talks with the government of Russia to facilitate their export.

However, Russia's strict animal health norms became a stumbling block for the export of egg powder (which is used by Russian food manufacturers as an ingredient in confectionery, semi-finished meat products and mayonnaise) by India.



Indian products cheaper

Indian egg powder is comparatively cheaper than the product made in Russia - where the rising costs of poultry feed are having an adverse impact on its economy - or imported from countries like Argentina.

The Russian media has, in fact, criticised the decision to open the market to Indian imports, stating that the local makers wouldn't be able to compete with Indian prices and could be wiped out. Nevertheless, Rosselkhoznadzor has decided to go ahead with it.

Indian poultry body confident

A K Sharma, a Poultry Federation of India member, stated that India could export high-quality egg powder to Russia, but to do so consistently, they would have to maintain the price line.

"We are confident about exporting our products to any country in the world, as they are of a high quality. We would not only fetch the best price, but also be able to contribute significantly to the growth of the Indian economy," he added.

- **Libin Chacko Kurian, Mumbai**

TOP 10

Top 10 - Largest Hotels in the World

1. Mecca Clock Tower, Saudi Arabia

Rooms: 8000, Floors: 52, 37 and 14 (3 towers)

Abraj Al-Bait Towers, also known as the **Mecca Royal Hotel Clock Tower**, is a government-owned building complex in Mecca, Saudi Arabia. These towers are a part of the King Abdul-Aziz Endowment Project that strives to modernize the city in catering to its pilgrims. The complex holds several world records, the tallest clock tower in the world and the world's largest clock face. The complex's hotel tower became the second tallest building in the world in 2012, surpassing Taiwan's Taipei 101 and is currently the third tallest building in the world



2. Izmailovo Hotel, Moscow



Rooms: 7500, Floors: 30 (4 towers)

The **Izmailovo Hotel** is a group of hotels located near Izmailovo village in the Izmaylovo District of Moscow, Russia. The property consists of four buildings containing a total of 7,000 to 7,500 rooms, making it the world's largest hotel by number of units.

It was built for the 1980 Summer Olympics, because the city, like most others in Eastern Europe, lacked enough quality hotel space during the 1970s. This was partially because of the existence of internal passports, which limited the right of free people movement. Currently it is generally a three star hotel.

3. MGM Grand, Las Vegas



Rooms: 6582, Floors: 30

The **MGM Grand Las Vegas** is a hotel casino located on the Las Vegas Strip in Paradise, Nevada. The MGM Grand is the second largest hotel in the world by number of rooms and the largest hotel resort complex in the United States, ahead of The Venetian. When it opened in 1993, the MGM Grand was the largest hotel in the world.

Owned and operated by MGM Resorts International, the 30-floor main building is 293 ft (89 m) high. The property includes five outdoor pools, rivers, and waterfalls that cover 6.6 acres (2.7 ha), a 380,000 sq ft (35,000 m²) convention center, the MGM Grand Garden Arena, and the Grand Spa. It also houses numerous shops and night clubs, restaurants and the largest casino in Clark County, which occupies 171,500 sq ft (15,930 m²).

4. Genting Highlands, Malaysia.

Rooms: 6118, Floors: 24 and 28 (2towers)

Resorts World Genting is a hill resort in Malaysia developed by Genting Group.

The hill resort is at an average elevation of 1,740 meters (5,710 ft) within the Titiwangsa Mountains on the border between the states of Pahang and Selangor of Malaysia. Resorts World Genting is operated by Genting Malaysia Berhad (formerly known as Resorts World Bhd), which also operates Awana chain of resorts & hotels. It is accessible by car from Kuala Lumpur in one hour, or also accessible by a cable car called Genting Skyway (3.38 kilometers (2.10 mi) which at its opening used to be the world's fastest and South East Asia's longest gondola lift.



5. Disney's All-Star Resort, Orlando



Rooms: 5524, Floors: 3 (30 buildings)

Disney's All-Star Resort is a resort that is part of the Walt Disney World Resort. It is one of five resorts in the Value Resort category, along with Disney's All-Star Sports Resort, Disney's All-Star Movies Resort, Disney's Pop Century Resort, Disney's All-Star Music Resort and Disney's Art of Animation Resort. The resort is located on the southern portion of the Walt Disney World Resort property near Disney's Animal Kingdom.

6. Wynn Las Vegas + Encore Las Vegas

Rooms: 4734, Floors: 45 and 48 (2 towers)

Encore Las Vegas or **Encore at Wynn Las Vegas** (often just called *Encore*) is a luxury resort, casino and hotel located on the Las Vegas Strip in Paradise, Nevada. The resort is connected to its sister resort, Wynn Las Vegas; both are owned by Wynn Resorts Limited, headed by casino developer Steve Wynn.



7. Luxor, Las Vegas



Rooms: 4408, Floors: 22, 22 and 36
(3 towers)

Luxor Las Vegas is a hotel and casino on the Las Vegas Strip in Paradise, Nevada. The 30-story hotel, owned and operated by MGM Resorts International, has a 120,000-square-foot (11,000 m²) casino with over 2,000 slot machines and 87 table games. The hotel is named after the city of Luxor (ancient Thebes) in Egypt.

8. The Hotel at Mandalay Bay + Four Seasons, Las Vegas.

Rooms: 4332, Floors: 43

Mandalay Bay Resort and Casino is a 43-story luxury hotel and casino on the Las Vegas Strip in Paradise, Nevada, owned and operated by MGM Resorts International. One of the property's towers operates as The hotel, while the top five floors of the other tower are occupied by a Four Seasons Hotel.



9. Ambassador City, Jomtien Pattaya, Thailand



Rooms: 4219

The **Ambassador City Jomtien** is a large resort at Jomtien Bay, near Pattaya, Thailand, with "over 4,210 rooms". Located about 8 km south of Pattaya, it occupies a 40-acre (160,000 m²) campus overlooking the beach and nearby mountains. It consists of five buildings that each contain 150 to 2,000 suites, plus eight restaurants, several bars and nightclubs, a convention center, and a sports/fitness facility that claims to have Asia's largest swimming pool.

10. Excalibur Hotel and Casino, Las Vegas

Rooms: 4008, Floors: 28 (2 Towers)

The **Excalibur Hotel and Casino** is a hotel and casino located on the Las Vegas Strip in Paradise, Nevada, in the United States. It is owned and operated by MGM Resorts International.

Excalibur is situated at the Tropicana - Las Vegas Boulevard intersection. The hotel is linked by overhead pedestrian bridges to neighboring casinos to the north (New York-New York, across Tropicana Avenue) and to the east (Tropicana, across the Strip).





ALOE VERA – CANCER MEDICINE

Aloe vera, also known as the 'plant of immortality', has been used for a variety of purposes since ancient times. Aloe vera plants are commonly found in the African regions and belong to succulent plant species. This nontoxic plant stores water in its leaves and survives in low rainfall and dry regions. Aloe vera leaf has a unique look with no stem and has spear like spikes which is protected by serrated edges.

Aloe vera is considered to be a miracle plant and has cancer cure and prevention, numerous skin, health and hair benefits. It is being used as a key ingredient in foods and in energy drinks. Aloe vera comes in a variety of forms.

Native cancer therapy & prevention formula: Aloe, honey & rum (Father Romano Zago)

The following recipe, instructions for use and reported results are partly owed to statements originally (but no longer) found on www.themiracleofsharing.org, itself based on the work of Father Romano Zago who took it upon himself to thoroughly research and then promulgate this "native" cancer cure and prevention recipe he learned while ministering to the poor in Brazil.

Many cancers cured

According to Father Romano's testimony, this simple homemade (as well as commercially available) formula based on the amazing aloe plant has helped to cure many types of cancer: skin cancer, throat cancer, cancer of the uterus, vocal chords, ovaries, breast, prostate, kidneys, lymphatic system, blood system (such as leukemia), spinal column, brain/cerebellum (incl. children's brain tumors), liver as well as intestinal and rectal cancer, bone and bladder cancer, and many instances of colon cancer.

Typically, these successes took two to three months to achieve and even included so-called terminal cases.

A recipe next to anyone can try

Due to its simplicity and the ready availability of its ingredients, this DIY "anti-cancer recipe" should also be of special interest to anyone without access to other forms of treatment. Note however that while in many cases the cancer was permanently cured, in others it wasn't or it returned. Father Zago addresses these cases and the possible causes in

some detail in his book and notes that one regular benefit seems to be the help the formula provides with cancer pain.

Why aloe plus honey may be a successful cure and preventative for cancer and other afflictions

The medicinal properties of both aloe vera and aloe arborescens have been the subject of intense scientific investigation.

Aloe is considered one of the most important plants showing anticancer / antineoplastic activity thanks to its antiproliferative (due to its anthraquinone content etc.), immunostimulatory (due to its content of acemannan, a mannose polysaccharide), antioxidant, antibiotic/bactericidal/antiviral, and other properties.

Additionally, both aloe vera and aloe arborescens are a source of powerful nutrition, particularly the above-mentioned glyconutrient acemannan (aloe to my knowledge is the major source of commercially produced glyconutritionals, compare "Related content" at the bottom of this page), as well as vitamins, minerals and trace elements.

In this manner, aloe combines the properties of a potent detoxifier with those of a highly nutritious substance.

Examples of studies done on aloe vera/aloe arborescens and cancer are "Anticancer potential of aloes: antioxidant, antiproliferative, and immunostimulatory attributes" (2012 - www.ncbi.nlm.nih.gov/pubmed/22516934), "A randomized study of chemotherapy versus biochemotherapy with chemotherapy plus Aloe arborescens in patients with metastatic cancer" (2009 - www.ncbi.nlm.nih.gov/pubmed/19368145), "Aloe-emodin induces apoptosis in T24 human bladder cancer cells through the p53 dependent apoptotic pathway" (www.ncbi.nlm.nih.gov/pubmed/16406939), and "Plant lectin, ATF1011, on the tumor cell surface augments tumor-specific immunity through activation of T cells specific for the lectin" (www.ncbi.nlm.nih.gov/pubmed/3496156) among many others, all "reflecting the enormous potential of ... the genus Aloe ... in preventing and treating cancer."

And finally, a study done on animals reported positive results of using a combination of aloe and honey with Walker tumours, see "Oral administration of Aloe vera and honey reduces Walker tumour growth by decreasing cell proliferation and increasing apoptosis in tumour tissue" at www.ncbi.nlm.nih.gov/pubmed/20839215.

Aloe vera or aloe arborescens?

While aloe vera may be used if aloe arborescens cannot be found where you are, according to research cited by Father Romano Zago in *Cancer can be cured*, aloe arborescens is 200% richer in medicinal substances than aloe vera and contains more than 70% of anticarcinogenic properties as opposed to aloe vera which contains 40%.

Rum or other alcohols?

Other alcoholic beverages than rum can be used, including grappa, whiskey etc. but not wine or beer.

A caveat

Don't let the extreme simplicity of this formula "fool you" and deter you from trying it, particularly if you don't have access to other treatments. I personally have heard several "first-hand" stories of people healed of cancer, one concerning a woman with terminal lung cancer with metastasis to the bones who received no other treatment than morphine for pain, one a man with prostate cancer and a third one a woman with ovarian cancer.

In fact, this aloe treatment even is available in two hospitals (in Jerusalem and in Porto, Portugal), and for those who wish, can be combined with chemo.

Recipe for Aloe / Honey Treatment against Cancer

Please note that Father Zago gives several variations and many more important details and precautions to take regarding the preparation and use of the aloe syrup in his books *"Cancer can be cured"* as well as in the follow-up volume *"Aloe Isn't Medicine, and Yet . . . It Cures"*. The following is just a general outline, but those who cannot get a hold of the book can rest assured that good results have been obtained with varying ways of preparation.

1. Ingredients

- A) 300 grams of fresh Aloe arborescens leaves, to be plucked in the dark*
- B) 500 grams of pure bee honey**
- C) 4 - 5 tablespoons of rum, whisky, grappa or similar alcohol

* Older plants are better (4 to 5 years or older).

** Note by Healing Cancer Naturally: If at all possible, I'd advise using raw (unheated) organic honey that has been protected from light.

2. Preparation

- 1 Wash the Aloe leaf (or leaves) and remove the thorns/spines. Cut into pieces.
- 2 Put the Aloe pieces, the honey and whisky (or rum etc.) in a blender.
- 3 Whisk for 2 to 3 minutes.

You will obtain greenish syrup. The amount of syrup obtained by the above quantities of the three elements constitutes one batch. Keep the syrup refrigerated and in the dark.

3. Use

Before drinking the syrup, shake the bottle to thoroughly mix the components. Take one (or two) tablespoonfuls of this syrup three times a day: mornings, noon and night, 1/2 hour before meals (you may wish to start with one tablespoon in your first "round").

The above preparation can last ten days and longer.

Don't stop taking the syrup until your first batch is totally used up (even if you get what seem to be signs of improvement).

4. Medical Checkup

It's very important to do medical tests to ascertain the progress (or lack thereof) of the above treatment concerning the disease.

It is specifically necessary to check before, during and after the treatment to know if the cancer still progresses, has been stabilized, diminishes, or has actually left. Only the results of such controls can determine the true state of the cancer, not the subjective feelings of improvement that might be felt by the cancer patients.*** In fact, it is commonly observed that this treatment quickly induces a certain sensation of well-being and improvement in the sick person. But those feelings don't constitute any proof that the cancer is truly cured. It is dangerous to let one self be guided by any such sensations.

*** Note by Healing Cancer Naturally: This is a stance generally not shared by cancer treatment researcher Lothar Hirneise, Healing Cancer Naturally and likely some others.

5. Duration of the Treatment

As mentioned, medical monitoring is very important. If the first "round of treatment" does not work to satisfaction, the patient must do checkups to determine where s/he is at and whether s/he must do a second (or third) round.

It would be ideal to make an initial analysis of the "extent" of cancer present before beginning the treatment, and another analysis after each batch has been taken.

VERY IMPORTANT NOTE

When taking several batches in a row, it is necessary to keep an interval of TEN DAYS between the taking of one unit and the following due to the aloe (sábila) plant being very mildly toxic (as are many plants humans ingest).

With these intervals of ten days, repeated ingestion of batches will do no harm. For this reason, in case the recommended medical tests cannot be done, one is in no any danger (and has no reason to be fearful) when repeating the treatment (even when unnecessary), as long as the 10-day "syrup-free" interval is respected.

As mentioned, this may be used simultaneously with conventional treatments such as chemotherapy or radiation.

Update: In his books, Father Zago reports on people who take the syrup every day without interruption, apparently without any damage to their health.

Avoid:

meat, dairy products, refined sugar, artificial colouring, chemicals, sweeteners, white flour, etc.

Eat plenty of healthy organic foods:

broccoli, sprouts, cauliflower, kale, garlic, beans, blueberries, onions, ginger, spirulina, chlorella, fresh fruits, etc.

Aloe testimonials and "success statistics"

The above-mentioned numerous cancer success stories have been assembled by Father Romano in his book *Cancer Can Be Cured*. Several additional healing testimonials - **lung cancer, liver cancer, breast cancer, leukemia** (all of them so-called terminal) - can be read here.

In a lecture held in Odivelas, Portugal*, Father Romano Zago offered these additional insights regarding the likelihood of success with the aloe & honey treatment. Based upon the cancer cures already witnessed, he drew the following tentative conclusions:

- Liver cancer is easy to cure.
- Prostate cancer, breast cancer, ovarian cancer, uterine cancer and leukemia are relatively easy to cure.

- Brain cancer, throat cancer, stomach cancer, intestinal cancer and cancer of the anus: numerous verified cures.
- Lung cancer: this type of malignancy requires longer treatment to achieve a cure.
- Lymphoma: while this malignancy has proven the most difficult to cure of all types of cancer, there are cases that have been healed.
- Other illnesses healed by the aloe & honey treatment include skin diseases, rheumatism, arthritis, ulcers and more.

*I was unable to find the date or year the lecture was held but assume it was after the publication of his two books



Aloe honey syrup for preventative purposes

Lastly, you can take a batch of the aloe/honey syrup even when you don't have any symptom of cancer, simply for PREVENTION, once a year, since the mix is a powerful detoxifier. In fact, Father Romano Zago virtually implores his readers to use the recipe for preventative purposes - and not just for cancer but any kind of health issue.

SOUP TIME

MURUNGAI RASAM / DRUMSTICK SOUP



Ingredients

Drumsticks
Coriander powder
Coriander leaves (chopped)
Ginger
Garlic
Peppercorns
Jeera
Oil
Mashed potato
Tomato
Salt
Asafoetida
Turmeric powder
Curry leaves



Qty

10 nos
1tbsp
1/2cup
1inch piece
6cloves
1tbsp
1tbsp
2 tbsp
1medium
1medium
to taste
a pinch
a pinch
1 sprig

} coarse grind

Method

- Cut drumsticks into halves and bring to boil with salt and turmeric powder and tomato
- Drain after cooking it for 15 to 20 minutes and save the water
- Remove the flesh from the drumsticks and add mashed potato and mix well.
- Heat oil and add the ground masala and curry leaves and the stock water.
- Add the drumstick –potato mixture, salt, asafoetida, coriander powder and bring to boil with constant stirring.
- Add the coriander leaves and pepper powder (if needed).Serve hot.

CHEF'S SPECIAL

CHICKEN DILRUBA

Ingredients

2 medium onions
1 cup milk
2 tbsp chopped fresh ginger root
2 tbsp garam masala
6 tbsp butter or vegetable oil
1 tsp ground turmeric
750gms. chicken, skin removed, cut
2-3 fresh green cayenne peppers, minced
1 cup fresh plain yogurt
Salt and ground cayenne to taste
1/4 cup almonds, ground
A few strands whole saffron, soaked in 2 tbs warm milk
1/4 cup Cashewnuts, ground



Method

- Minced fresh cilantro and whole 1/4 cup melon, pumpkin or squash seeds almonds/cashews for garnish (optional), ground
- Put the onions and ginger in a blender or food processor and process into a smooth paste (consistency of apple sauce).
- Heat the butter or oil in a heavy, deep skillet and gently brown the onion-ginger mixture, stirring often. Add the chicken and yogurt.
- Combine well and cook over medium heat until the mixture becomes rather dry and the chicken begins to brown.
- Grind the almonds, walnuts and melon seeds until quite fine. Stir them into the milk, then add the mixture to the chicken along with the garam masala, turmeric, chili peppers, salt and ground cayenne.
- Cook over medium heat, stirring often, until the chicken is very tender and the sauce is very thick (about 10-15 minutes). Stir in the saffron/milk mixture and cook 1-2 minutes longer. Serve chicken dilruba with roti, naan or paratha.

Great leaders don't tell you what to do....they show you how its done



SWEET PAGE
TENDER COCONUT SOUFFLE



Ingredients

Tender Coconut
Sugar
Gelatin
Cream(fresh)
Coconut milk
Corn flour
Badam

Qty

5 nos
200gms
10gm
50ml
100ml
1tbsp
25gm

Method

- Extract the flesh from the tender coconut and finely chop
- In glass bowl add cream and coconut milk and stir well
- Add sugar and mix till sugar dissolves completely
- Dissolve the gelatin in warm water and pour into the mixture
- Add corn flour and the chopped tender coconut and mix well
- Pour the mixture to small moulds and set in refrigerator for 2 hours
- Serve chilled with grated badam on top.

BEVERAGE HOUR

- **Iced Mint Green Tea**

Ingredients

- 1/2 cup fresh mint leaves
- 3 green tea bags
- 2 tablespoons honey
- 4 cups boiling water
- 4 stalks lemongrass, for garnish

Method:

Combine mint leaves, tea bags, honey and boiling water. Let steep for 5 minutes; remove tea bags. Refrigerate until chilled. Divide among 4 large ice-filled glasses. Garnish with a stalk of lemongrass.



- **DUTCH KILLS**

Ingredients

- 2 oz White Rum
- 1 oz fresh Lime Juice
- 3/4 oz Simple Syrup
- 2-3 Sweet Cherries

Method:

Add lime, simple syrup and cherries to shaker, muddle. Add rum, shake well. Serve up.



BRAND PROFILE



History and Evolution

ITC was incorporated on August 24, 1910 under the name **Imperial Tobacco Company of India Limited**. As the Company's ownership progressively Indianised, the name of the Company was changed **from Imperial Tobacco Company of India Limited to India Tobacco Company Limited in 1970** and then to **I.T.C. Limited in 1974**. In recognition of the Company's multi-business portfolio encompassing a wide range of businesses - **Fast Moving Consumer Goods** comprising Foods, Personal Care, Cigarettes and Cigars, Branded Apparel, Education and Stationery Products, Incense Sticks and Safety Matches, **Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business and Information Technology** - the full stops in the Company's name were removed effective September 18, 2001. **The Company now stands rechristened 'ITC Limited,'** where 'ITC' is today **no longer an acronym or an initialized form**.

A Modest Beginning

The Company's beginnings were humble. A leased office on Radha Bazar Lane, Kolkata, was the centre of the Company's existence. The Company celebrated its 16th birthday on August 24, 1926, by purchasing the plot of land situated at 37, Chowringhee, (now renamed J.L. Nehru Road) Kolkata, for the sum of Rs 310,000. This decision of the Company was historic in more ways than one. It was to mark the beginning of a long and eventful journey into India's future. The Company's headquarter building, 'Virginia House', which came up on that plot of land two years later, would go on to become one of Kolkata's most venerated landmarks.

1925: Packaging and Printing: Backward Integration

Though the first six decades of the Company's existence were primarily devoted to the growth and consolidation of the **Cigarettes and Leaf Tobacco businesses**, ITC's **Packaging & Printing Business** was set up in 1925 as a strategic backward integration for ITC's Cigarettes business. It is today India's most sophisticated packaging house.

1975: Entry into the Hospitality Sector - A 'Welcome' Move

The Seventies witnessed the beginnings of a corporate transformation that would usher in momentous changes in the life of the Company. In 1975, the Company launched its **Hotels business** with the acquisition of a hotel in Chennai which was rechristened '**ITC-Welcomgroup Hotel Chola**' (now renamed My Fortune, Chennai). The objective of ITC's entry into the hotels business was rooted in the concept of creating value for the nation. ITC chose the Hotels business for its potential to earn high levels of foreign exchange, create tourism infrastructure and generate large scale direct and indirect employment. Since then ITC's Hotels business has grown to occupy a position of leadership, with over 100 owned and managed properties spread across India under four brands namely, ITC Hotels - Luxury Collection, WelcomHotels, Fortune Hotels and WelcomHeritage.



ITC Hotels recently took its first step toward **international expansion** with an **upcoming super premium luxury hotel in Colombo, Sri Lanka**. In addition, ITC Hotels also recently tied up with RP Group Hotels & Resorts to manage **5 hotels in Dubai and India** under ITC Hotels' 5-star 'WelcomHotel' brand and the mid-market to upscale 'Fortune' brand.

1979: Paperboards & Specialty Papers - Development of a Backward Area

In 1979, ITC entered the **Paperboards business** by promoting ITC Bhadrachalam Paperboards Limited. Bhadrachalam Paperboards amalgamated with the Company effective March 13, 2002 and became a Division of the Company, Bhadrachalam Paperboards Division. In November 2002, this division merged with the Company's Tribeni Tissues Division to form the Paperboards & Specialty Papers Division. ITC's paperboards' technology, productivity, quality and manufacturing processes are comparable to the best in the world. It has also made an immense contribution to the development of Sarapaka, an economically backward area in the state of Andhra Pradesh. It is directly involved in education, environmental protection and community development. In 2004, ITC acquired the paperboard manufacturing facility of BILT Industrial Packaging Co. Ltd (BIPCO), near Coimbatore, Tamil Nadu. The Kovai Unit allows ITC to improve customer service with reduced lead time and a wider product range.



PAPERBOARDS & SPECIALTY PAPERS DIVISION

1985: Nepal Subsidiary - First Steps beyond National Borders

In 1985, ITC set up Surya Tobacco Co. in Nepal as an Indo-Nepal and British joint venture. In August 2002, Surya Tobacco became a subsidiary of ITC Limited and its name was changed to **Surya Nepal Private Limited** (Surya Nepal). In 2004, the company diversified into manufacturing and exports of garments.

1990: Paperboards & Specialty Papers - Consolidation and Expansion

In 1990, ITC acquired Tribeni Tissues Limited, a Specialty paper manufacturing company and a major supplier of tissue paper to the cigarette industry. The merged entity was named the Tribeni Tissues Division (TTD). To harness strategic and operational synergies, TTD was merged with the Bhadrachalam Paperboards Division to form the **Paperboards & Specialty Papers Division** in November 2002.

1990: Agri Business - Strengthening Farmer Linkages

Also in 1990, leveraging its agri-sourcing competency, ITC set up the **Agri Business Division** for export of agri-commodities. The Division is today one of India's largest exporters. ITC's unique and now widely acknowledged e-Choupal initiative began in 2000 with soya farmers in Madhya Pradesh. Now it extends to 10 states covering over 4 million farmers. Also, through the 'Choupal Pradarshan Khet' initiative, the agri services vertical has been focusing on improving productivity of crops while deepening the relationship with the farming community.

2000: Lifestyle Retailing - Premium Offerings

ITC also entered the Lifestyle Retailing business with the **Wills Sport** range of international quality relaxed wear for men and women in 2000. The Wills Lifestyle chain of exclusive stores later expanded its range to include **Wills Classic formal wear** (2002) and **Wills Clublife evening wear** (2003). ITC also initiated a foray into the popular segment with its men's wear brand, **John Players**, in 2002. In 2006, Wills Lifestyle became title partner of the country's most premier fashion event - **Wills Lifestyle India Fashion Week** - that has gained recognition from buyers and retailers as the single largest B-2-B platform for the Fashion Design industry. To mark the occasion, ITC launched a special '**Wills Signature**', taking the event forward to consumers.

2000: Information Technology - Business Friendly Solutions

In 2000, ITC spun off its information technology business into a wholly owned subsidiary, **ITC Infotech India Limited**, to more aggressively pursue emerging opportunities in this area. Today ITC Infotech is one of India's fastest growing global IT and IT-enabled services companies and has established itself as a key player in offshore

outsourcing, providing outsourced IT solutions and services to leading global customers across key focus verticals - Banking Financial Services & Insurance (BFSI), Consumer Packaged Goods (CPG), Retail, Manufacturing, Engineering Services, Media & Entertainment, Travel, Hospitality, Life Sciences and Transportation & Logistics.

2001: Branded Packaged Foods - Delighting Millions of Households

ITC's foray into the Foods business is an outstanding example of successfully blending multiple internal competencies to create a new driver of business growth. It began in August 2001 with the introduction of '**Kitchens of India**' ready-to-eat Indian gourmet dishes. In 2002, ITC entered the confectionery and staples segments with the launch of the brands **mint-o** and **Candyman** confectionery and **Aashirvaad** atta (wheat flour). 2003 witnessed the introduction of **Sunfeast** as the Company entered the biscuits segment. ITC entered the fast growing branded snacks category with **Bingo!** in 2007. In 2010, ITC launched **Sunfeast Yippee!** to enter the Indian instant noodles market. In just over a decade, the Foods business has grown to a significant size under seven distinctive brands, with an enviable distribution reach, a rapidly growing market share and a solid market standing.



2002: Agarbattis & Safety Matches - Supporting the Small and Cottage Sector

In 2002, ITC's philosophy of contributing to enhancing the competitiveness of the entire value chain found yet another expression in the **Safety Matches** initiative. ITC now markets popular **safety matches** brands like **iKno**, **Mangaldeep** and **Aim**.

ITC's foray into the marketing of **Agarbattis (incense sticks)** in 2003 marked the manifestation of its partnership with the cottage sector. **Mangaldeep** is a highly established national brand and is available across a range of fragrances like Rose, Jasmine, Bouquet, Sandalwood and 'Fragrance of Temple'.

2002: Education & Stationery Products - Offering the Greenest products

ITC launched line of premium range of notebooks under brand **Paperkraft** in 2002. To augment its offering and to reach a wider student population, the **Classmate** range of notebooks was launched in 2003. **Classmate** over the years has

grown to become **India's largest notebook brand** and has also increased its portfolio to occupy a greater share of the school bag. Years 2007- 2009 saw the launch of Practical Books, Drawing Books, Geometry Boxes, Pens and Pencils under the '**Classmate**' brand. In 2008, ITC positioned the business as the **Education and Stationery Products Business** and launched **India's first environment friendly premium business paper** under the '**Paperkraft**' Brand. '**Paperkraft**' offers a diverse portfolio in the premium executive stationery and office consumables segment. In 2010, **Colour Crew** was launched as a new brand of art stationery.

2005: Personal Care Products - Expert Solutions for Discerning Consumers

ITC entered the Personal Care Business in 2005. In eight years, the Personal Care portfolio has grown under '**Essenza Di Wills**', '**Fiama Di Wills**', '**Vivel**' and '**Superia**' brands which have received encouraging consumer response and have been progressively extended nationally. In May 2013, the business expanded its product portfolio with the launch of **Engage** - one of India's first range of 'couple deodorants'

2010: Expanding the Tobacco Portfolio

In 2010, ITC launched its handrolled cigar, **Armenteros**, in the Indian market. Armenteros cigars are available exclusively at tobacco selling outlets in select hotels, fine dining restaurants and exclusive clubs.

ITC Products





KITCHEN TIPS



Did you know, adding a pinch of turmeric when cooking dal can hasten the cooking process? That wrapping bananas in a newspaper and then refrigerating them can keep them fresh for longer! Here are some more kitchen tips to making cooking easier.

To avoid spilling over of milk when boiling it: If you see yourself standing in front of the stove guarding it till the milk boils, here's what you need to do. Before you pour milk into the pot for boiling, rub butter along the top edge and the inside lip of the pot. Due to this, the milk won't overflow when it foams up.

To peel garlic skin easily: Removing garlic skin is tedious and can consume a lot of time, especially when you're in a hurry. Warm garlic cloves in the microwave slightly and you'll see the skin peeling off without difficulty. Also, you can submerge them in water for about 10 minutes before peeling the skin.

For instant tomato puree: Pressure-cook tomatoes with salt to taste. When cool, churn them in a mixer and strain the juice. Deep freeze the juice in an ice tray. Place the juice cubes in a box or a plastic bag and store them in the freezer. Use them to make tomato soup, vegetables and gravies when you're falling short of time or have run out of tomatoes.

To get rid of excess salt: If you have read the recipe wrong and ended up adding a tablespoon of salt, rather than a teaspoon, don't despair. You need not throw it away. Excess salt in any dish can be brought down by adding diced potatoes, tomatoes or a teaspoon of sugar.

To chop onions without crying: Onions are a great addition to a dish but chopping them can be frustrating, as they bring you to tears. Try peeling and cutting onions under running water or try chopping them near a gas flame. Refrigerating onions before cutting them is also a good idea.

To regain freshness in stale chapatis: Just wrap them in a clean cloth and pack them in an airtight container that will fit into the pressure cooker and pressure cook for two whistles. Serve fresh and hot. Now, you can easily stock up on chapatis without worrying about them turning stale or hard.

To make softer rotis: The next time you make paneer at home, do not throw away the remaining water. Keep it for further use in cooking. Whey (paneer water) is full of protein, calcium and digestive aids. It can be used for kneading soft dough for chapatis or for making soup. It not only adds more taste to the dish, but is also very nutritious.

To preserve lemons for longer: Do you shove lemons in the refrigerator in those flimsy supermarket plastic bags? Lemons, if stored at room temperature can only last a week before they start hardening. To preserve lemons for a longer duration, coat them with coconut oil and refrigerate them in an open container.

To retain the colour of vegetables: To retain the bright green colour of leafy vegetables, add a pinch of sugar while cooking them. You can also put the vegetables in ice cold water, as soon as you blanch them. When cooking eggplant, add a spoon of milk to a bowl of water and add the chopped pieces to that water. The eggplant will stay dark purple.

To avoid sticky rice: Wash the grains a few times until the water runs clear. Remove all the water and let it sit for 20 minutes. This will remove all the starch and also won't make the rice sticky. You can add a few drops of lemon juice to the rice while cooking it to ensure that the grains do not stick to each other.

To cook faster in the microwave: It is better to use round dishes in the microwave oven rather than square or rectangular dishes as round dishes spread heat faster. Rectangular dishes cook food more on the ends and less on the inside. So always opt for round, shallow and straight-sided dishes when cooking food in the microwave.

For crispy french fries: Do you wonder why your home-made fries don't turn out to be as crispy as the ones you eat at a snack bar? Try this trick. Cut the potatoes into thin strips and deep-fry (half done). Cool the fries and store them in the freezer for 5 to 6 hours. Make sure they are covered with a plastic wrap. Fry them just before you have to serve them.

To remove extra water from the batter: When you're making pakoras or vadas, see to it that you do not add extra water to the batter. In case the batter turns watery, there are chances of oil splattering when you try to fry it. Do not panic or throw away the batter. Add a tablespoon of ghee to it and the batter is ready to be fried.

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Cooking can be a lot of fun and a great way to spend time with your friends and family. However, there are a lot of potential dangers in the kitchen and it pays to think ahead when it comes to cooking safety precautions and the disasters that may happen while you are in the kitchen.



CONTINENTAL & ORIENTAL WORKSHOP





Table Hopping Training Programme



Association Inauguration



Alumni meet



Industrial Visit – Club Mahindra, Verca Beach, Goa





**“ONE CANNOT THINK WELL, LOVE WELL AND
SLEEP WELL, IF ONE HAS NOT DINED WELL.”**

– Virginia Woolf, a Room of One's Own



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