

HUES OF LIFE

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DECEMBER 2024

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**TIMELESS ICONS OF THE
AUTOMOTIVE WORLD**

HUES OF LIFE

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Editor's Desk

Dear Readers,

December is rolling in. As it arrives with a sense of warmth and the perfect excuse to pause, we can celebrate and reflect its nostalgia. It's that time of year when we reconnect with our age long traditions, indulge in rich flavours and raise a toast to all the beautiful moments life has offered us. This edition of Hues of Life is our heartfelt happiness to hug the festive season—where food, culture, and celebration come together to create pure magic.

At the heart of this issue is Kerala's incredible food culture, with a delicious spotlight on the many biryanis that have stood the test of time. From the fragrant Malabar Biryani to the bold and spicy Thalassery version, we dive into the artistry and soul behind each grain and spice. If the travel bug has already bitten you, our Goa special is your perfect year-end escape. The golden beaches, crowded street markets and moments of calmness by the sea—it's everything you need to reset before the new year begins.

We're also thrilled to bring you the Hues of Life Good Food Awards 2024—one of our special celebrations of culinary excellence, sustainability, and innovation for the next generation who are to be a part of the industry. This year's winners are those who are redefining the way we experience food. Don't miss our exclusive feature on these changemakers.

As the chill of winter sets in, our skincare guide will help you glow through the season. Of course, no December is complete without the magic of Christmas—our special festive supplement is packed with joy, traditions, and the warmest holiday vibes.

As we wrap up the year, we want this issue to be a celebration of everything that inspires us—excellence, adventure, and the simple joys of life. Here's to a December filled with flavour, sparkle, and togetherness. Wishing you a magical holiday season and a phenomenal New Year ahead!

With love and warmth,

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THE MAGIC OF CHRISTMAS
A SEASON OF JOY, LOVE, AND TOGETHERNESS



As the calendar turns to December, a festive spirit sweeps across the world, filling homes, streets, and hearts with the magic of Christmas. It is a season that transcends cultures and borders, bringing people together in celebration of joy, love, and the enduring warmth of human connection. Christmas is more than just a date on the calendar; it is a feeling, a promise of hope, and a time to cherish the blessings that life has to offer.

The origins of Christmas are rooted in the story of the birth of Jesus Christ in Bethlehem over two thousand years ago. Celebrated by Christians worldwide as the Nativity, this event symbolizes the arrival of hope and salvation. Over the centuries, Christmas has evolved into a universal celebration, blending religious traditions with secular customs. Today, it is a time when people of all faiths and backgrounds come together to share in the joy of giving, the delight of festive gatherings, and the beauty of acts of kindness.

The hallmark of the Christmas season is its spirit of generosity and goodwill. This is a time when people go out of their way to spread cheer, whether through gifts, acts of kindness, or simply spending time with loved ones. The tradition of gift-giving, inspired by the Magi's offering of gold, frankincense, and myrrh to the new-born Christ, remains central to the celebration. Yet, the true essence of Christmas lies not in the value of the gifts exchanged but, in the thought, and love behind them.

Christmas decorations play a pivotal role in setting the mood for the season. Twinkling lights, shimmering ornaments, and beautifully adorned Christmas trees transform homes and public spaces into wonderlands of colour and light. The evergreen tree, a symbol of life and renewal, stands

at the heart of these decorations. Whether real or artificial, the Christmas tree is often adorned with garlands, tinsel, and a star or angel at its pinnacle, symbolizing the Star of Bethlehem or the heavenly host.

The streets, too, come alive with festive displays. Markets bustle with shoppers seeking unique gifts, and the aroma of seasonal treats fills the air. From the iconic Christmas markets of Europe to neighbourhood fairs, these gatherings create a sense of community and shared joy. Carollers serenade passers-by with timeless hymns and songs, evoking nostalgia and the warmth of cherished memories.

At the heart of Christmas celebrations is the act of coming together. Families and friends gather to share meals, exchange stories, and create memories that last a lifetime. Traditional Christmas feasts often include dishes that have been passed down through generations, from roasted turkey and glazed ham to mince pies and Christmas pudding. Each dish tells a story, weaving together threads of heritage, culture, and love.



The hallmark of the Christmas season is its spirit of generosity and goodwill. This is a time when people go out of their way to spread cheer, whether through gifts, acts of kindness, or simply spending time with loved ones.



For children, Christmas is a time of wonder and excitement. The legend of Santa Claus, or Saint Nicholas, adds a touch of magic to the season. The idea of a jolly man delivering gifts to children who have been good throughout the year fuels their imaginations and fills their hearts with anticipation. Letters to Santa, stockings hung by the fireplace, and the ritual of leaving out cookies and milk are traditions that make Christmas morning a magical experience.

While Christmas is a time of celebration, it is also a time for reflection. The season encourages us to pause and

consider the blessings in our lives. It is a time to express gratitude, to mend relationships, and to extend compassion to those in need. Many people choose to volunteer during the holidays, whether by serving meals at shelters, donating to charities, or participating in community drives. These acts of kindness embody the true spirit of Christmas, reminding us that the season's greatest gift is the joy of giving.

The Christmas season is also steeped in art and culture. From classic literature like Charles Dickens' A Christmas Carol to timeless films like It's a Wonderful Life and Home Alone, the stories of Christmas have captivated audiences for generations. These tales often highlight themes of redemption, family, and the triumph of love and generosity over adversity. Similarly, music plays an integral role in the celebrations, with carols and hymns like "Silent Night," "O Holy Night," and "Jingle Bells" bringing people together in harmonious joy.

Religious observances remain at the core of Christmas for many. Midnight Mass on Christmas Eve is a cherished tradition, drawing congregants together in prayer and celebration. The Nativity scene, depicting the humble birth of Jesus, serves as a poignant reminder of the season's spiritual significance. Churches worldwide are adorned with lights, flowers, and candles, creating an atmosphere of peace and reverence. Modern technology has also shaped how we celebrate Christmas. Social media platforms allow families separated by distance to share moments of



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joy, while online shopping has revolutionized the way gifts are exchanged. Virtual gatherings and video calls have become integral to keeping the spirit of togetherness alive, especially in times when travel may not be possible. These advancements highlight the adaptability of Christmas traditions and their ability to evolve with the times while preserving their essence.

As the year draws to a close, Christmas serves as a bridge between the past and the future. It is a time to bid farewell to the challenges and triumphs of the year gone by while embracing the hope and possibilities of the year ahead. The season's emphasis on love, kindness,

and unity resonates universally, reminding us of the shared humanity that binds us all.

In a world that often feels fragmented and hurried, Christmas offers a moment of pause and connection. It is a time to celebrate not just with loved ones but with the larger community. Whether through simple acts of kindness, grand celebrations, or quiet moments of reflection, the magic of Christmas lies in its ability to bring out the best in us. It is a season that reminds us of the enduring power of love, the beauty of togetherness, and the importance of cherishing the moments that truly matter.

As December's frost gives way to January's promise, let the spirit of Christmas linger in our hearts, inspiring us to carry its lessons of generosity, compassion, and joy into the new year. For in the words of the beloved carol, "God bless us, every one!"



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THE FOOD CULTURE OF KERALA

A JOURNEY THROUGH FLAVOURS FROM TRADITION TO MODERN TIMES

This eclectic mix of flavours mirrors the history, landscape diversity, and tribes that the state embodies. Kerala is famously called “God’s Own Country,” so what remains to be seen is the diversity in its culinary heritage, right? These unique flavours have been influenced by traders, colonizers, and the vast religious and ethnic communities that throng the state. From ancient times to the present, the food of Kerala has undergone tremendous change, but at its core lies the traditional flavours and techniques in which this state’s food is deeply anchored.

Ancient Roots and Trade Influences

The story of Kerala’s culinary tradition begins with its natural bounty: coconuts, rice, bananas, seafood, and an exceptionally wide variety of spices. Ages before global trade routes were opened up, Kerala’s well-watered lands and warm, monsoon-fed weather supported a rich agricultural tradition. Early settlers used these native ingredients to create simple yet flavourful dishes that honoured the land.

It was with the formation of Kerala as one of the major stops on the world spice route that local cuisine started absorbing all the new flavours and

ingredients which had been brought along. New spice mixes were added to the local cuisine by Arab traders, baking and pickling methods were brought in by Portuguese and Dutch settlers, along with potatoes, tomatoes, and cashews. This diversity led to dishes that would incorporate these new elements but retain the hallmark flavours of Kerala: heat from green chilies, richness from coconut, and a tang from tamarind and kokum. This was true for the state’s cuisine, which therefore developed as a fusion of global flavours, with Kerala’s own spices—black pepper, cardamom, and cloves—at the core.

Common Ingredients: The Backbones of Kerala Cuisine

Kerala celebrates the essence of local ingredients through its food. Rice forms a staple in every diet, prepared with various vegetable side dishes, spicy fish curries, and tangy pickles. Fragrant jeerakasala and the robust matta rice, Kerala varieties, are appreciated not just for their distinct flavour but also for their cultural relevance.

Coconut is another essential ingredient in Kerala. It's used in almost all preparations, right from curries to desserts, and is available in various forms: grated, as coconut milk, or as coconut oil. This provides Kerala with its tropical topography, where coconut palms are proliferative. Coconut oil particularly gives



Kerala's cuisine a flavour, especially when fish curries and more vegetarian dishes are being prepared.

Another favourite in the Kerala diet is seafood, especially when taken along its coast line where it is a staple in life. Fresh and salted fish, shrimp, mussels, and crabs are the staple items; with spices sometimes mixed and cooked in earthen pots so that it gives that distinct flavor to it.

Traditional Foods and Celebratory Banquets

The culinary traditions in Kerala are aptly captured during traditional feasts, more so on the sadya. The monumental feast of the state revolves around its sheer variety of vegetarian dishes, which is typically served on a banana leaf. A sadya contains as many as 28 dishes, each one with its unique characteristic, flavour, texture, and function in the meal. Among these, one can find avial -mixed vegetable curry having coconut as base-a dry, spiced vegetable stir-fry that is called thoran-a thick, yogurt-based curry named kalan. The final is payasam -the sweet dessert made with rice, coconut milk, and jaggery, depicting a sweet finish to the celebration meal.

Among them are puttu, a steamed rice flour along with coconut, possibly served with banana or curry; appam, a rice pancake that has a soft interior and a crispy crust, served with stew; and idiyappam, string hoppers, eaten with coconut milk or curry. Each one of them illustrates the brilliance and sensitivity of the state towards its natural ingredients.

Regional Variations: Diverse Platter

It is stunning that although this is a small Indian state, the regional diversification of food culture is immense. Malabar coast north biryani was hot spice based, mainly due to influence from Arab traders who brought in long-grain rice and exotic spices and a method of layering of meat and rice. The spice mix used in Malabar biryani is mild and aromatic, dominated by the highly aromatic fennel, cloves, and cinnamon.

It is Christian communities central to Kerala that claim different forms of duck, pork, and seafood preparations as being characteristic of them alone. In addition, many spicy and sour pickles complement the items prepared. The southern parts of Kerala, which include the Travancore region, also adopt vegetarian preparations but incorporate seafood as well. This region has a traditional karimeen pollichathu preparation in which pearl spot fish is marinated in spices and then roasted in banana leaves.



Kerala Cuisine Today: The Impact of Modernity and Globalization

The food culture of Kerala has evolved with the changing lifestyles and tastes over time. The pace of urbanization and globalization has introduced fast foods and fusion cuisine in the state, and this will also usher a new wave of culinary innovation. The modern chefs are reconfiguring traditional Kerala dishes by infusing modernity—the modern, that is jackfruit tacos with coconut chutney or crab masala ravioli into a global framework along with local flavours.

Restaurants have also become a hub for embracing the farm-to-table concept, in which the restaurants focus on organic and locally grown ingredients, just like in the traditional practices of the state. Heirloom rice varieties and indigenous vegetables are also being preserved in the movement that helps to revive the food traditions that shaped Kerala's cuisine.

Even street food has given in to the fad, wherein

vendors now serve Kerala's favourite with fashionable street foods. Porotta with beef fry and thattukada stalls compete with shawarma, momos, and burgers as the young cosmopolitan gestures of the younger generation. Whether the menu is elaborate or short, the heart of Kerala's cuisine is inextricable: fresh local ingredients and balanced flavours in every dish.

The Role of Food in Kerala's Cultural Identity

For the people of Kerala, food is more than just something to fill one's belly - it's a deep relation to culture, heritage, and the land itself. From basic dishes such as rice and curry staple diet to elaborate feasts, food occupies a vital place in everyday life as well as the festivals of every season.

Food holds an important place in the social fabric of Kerala. The greatest evidence that can be given on this account is communal dining traditions, where families and neighbours gather for meals, or the simplest care taken with every ingredient and





technique. It's through the traditions that recipes are passed from generation to generation. Therefore, the culinary knowledge passed down the ages is retained. For the Keralites who live abroad, traditional dishes help present a small taste of home and relate to their very existence even across great distances.

Kerala's Future Food Path: Innovation Rooted in Tradition

Looking forward, Kerala's food culture will continue to evolve as younger generations innovate while staying rooted in tradition. Sustainable practices, health-conscious ingredients, and indigenous superfoods like jackfruit, moringa, and tapioca are becoming increasingly popular, both locally and internationally. Kerala's chefs and food entrepreneurs are building on the state's culinary heritage to create flavours that are both nostalgic and novel.

The unique blend of heritage and innovation is attracting the attention of global food enthusiasts. Kerala's cuisine, with its depth of flavours, vibrant colours, and healthful ingredients, is now celebrated on an international stage. As the state continues to embrace its culinary roots while exploring new avenues, Kerala's food culture will remain a delicious bridge between the past and the future.

In essence, Kerala's cuisine reflects the rhythm of the land, the richness of its cultural exchanges, and the

ingenuity of its people. It is an ever-evolving tapestry of flavours, representing not just what Keralites eat but who they are.

Kerala's Future Food Path: Innovation Rooted in Tradition

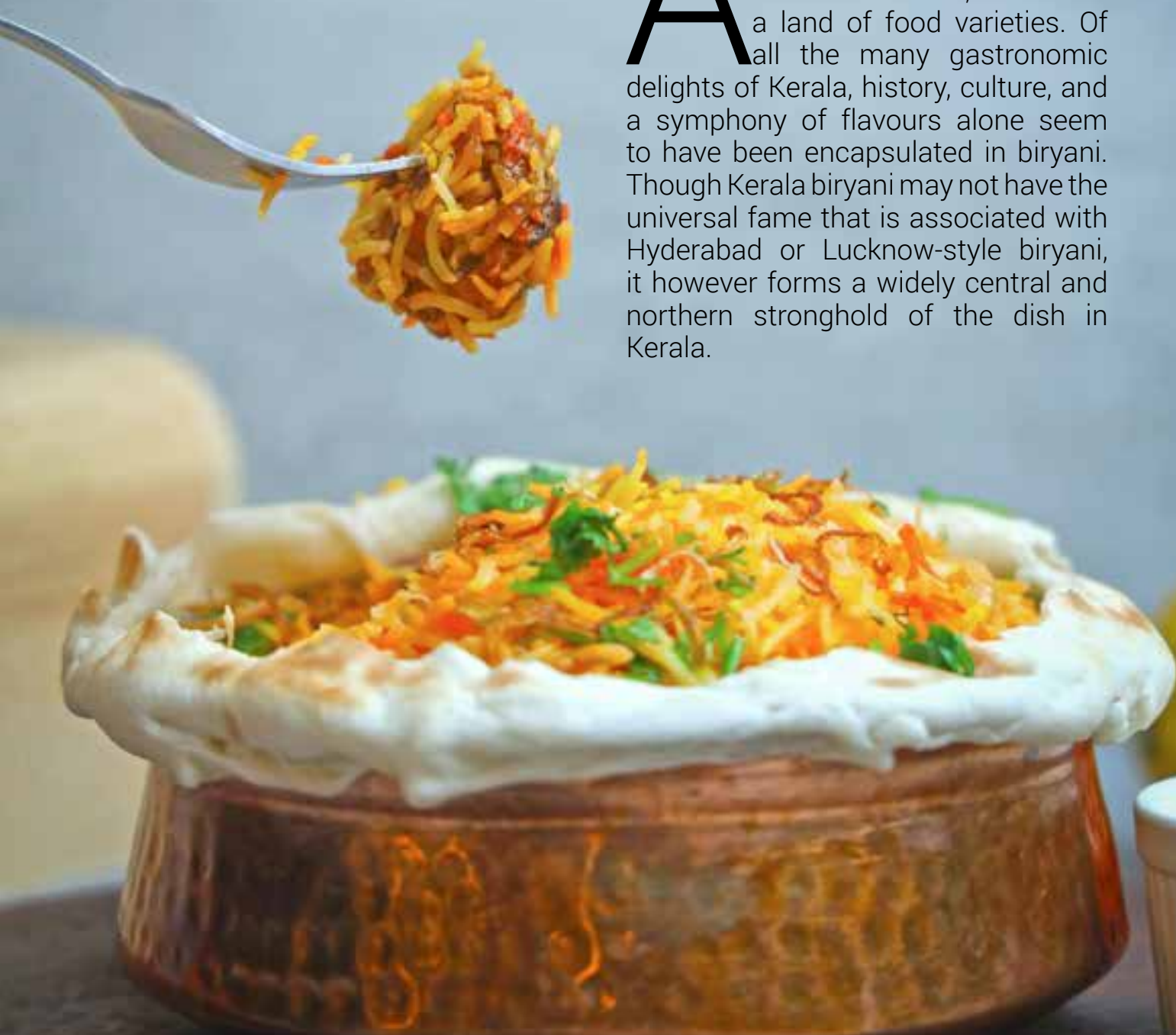
It looks to the future of Kerala's food spots as young minds innovate on traditional practices in Kerala food culture. The state is slowly seeing more sustainable practices, healthier ingredients, and native superfoods such as jackfruit, moringa, and tapioca becoming the request of both local and international markets. The state's chefs and food entrepreneurs work upon the state's culinary heritage that gives nostalgic flavours with new ones.

Here is a combination of heritage and innovation, which will attract the world's gourmards. Today, on this world platform, the taste of Kerala - vibrant colours, nutritious, and full of flavours - will come out. As the state is embracing its roots in culinary arts and venturing into new heights, the food culture of Kerala is sure to keep on adding a tasty link between yesteryear and tomorrow.

In this sense, there exists the essence of Kerala's cuisine - that rhythm of land and the richness of cultural exchanges onto the ingenuity of its people. It forms an evolving tapestry of flavours representing not only what the Keralites eat but who they are.

THE RAREST BIRYANIS IN INDIA?

DISCOVERING KERALA'S UNIQUE TAKE



A bounding with nature, diverse cultures, and various cuisines, Kerala is a land of food varieties. Of all the many gastronomic delights of Kerala, history, culture, and a symphony of flavours alone seem to have been encapsulated in biryani. Though Kerala biryani may not have the universal fame that is associated with Hyderabad or Lucknow-style biryani, it however forms a widely central and northern stronghold of the dish in Kerala.

Kerala's Biriyani varieties are enjoyed with its aromatic flavour in the rice and tenderness of the meat with aromatic spices. Its uniqueness comes across as it still reflects both Arabian and Mughal influences that intermingle easily with local ingredients and flavours. The regional adaptation of biriyani is a nice gateway to its reinvention in Kerala and stands as a delectable standalone staple in local cuisine.

The spice voyage through the biriyani varieties of Kerala

This story of Biriyani varieties in Kerala goes way back to the glorious past of trade and cultural exchange in the state. Kerala, having a long coastline, had always been an essential centre for spice trading for centuries, attracting Middle Easterners, Europeans, and Asians. The foreign spices blended with the local ingredients of Kerala gave a flavour profile to the biriyani different from others. This dish, too, is believed to have been brought to Kerala by the Arabs, which played a major role in the dispersal of Islam in that region. The recipe as well as the way the biriyani was being prepared was adapted and upgraded with Keralite spices and rice for that specific region, producing something very unique.

Cloves, cinnamon, cardamom, and star anise are the central spice of Kerala's biriyani styles. These add the aromatic flavour to a dish, which was natively grown in this region, along with rice varieties, it would easily achieve another level related to the richness of agricultural farming and diversities of cultures here. Coconut oil is another distinguishing characteristic feature, having a fundamental place within Kerala cuisine in order to give it depth and richness.

Regional Variations: The Biriyani of Every Taste

No two biryanis are alike in Kerala. The dish has evolved differently in different parts of the state, and every region adds its own touch to it. The most famous styles include the Thalassery Biriyani, Kozhikode Biriyani, and the Malabar Biriyani, which display the variety of flavours that can be created with the same base ingredients.

Perhaps the most iconic Kerala variety of biriyani, Thalassery originates from the northern part



of Kerala, known for using small-grain Kaima rice that can absorb the rich flavours of spices along with meat. Thalassery biriyani gets the particular texture due to use of short-grained rice in place of basmati, which is much softer and has altogether another different flavour. It goes for either chicken or mutton as ingredients. The mixture contains the meat marinating with yogurt, spices and herbs, then slowly getting cooked with the rice. Subtlety is the characteristic of Thalassery Biriyani, as spices are added with restraint and along with that, it comes out the natural flavours of the ingredients.

The flavour profile of Kozhikode Biriyani is much more robust due to the basmati rice used in it. It is mainly prepared with mutton, and there is a much deeper layering of spices that gives it a spicier and richer flavour. Fried onions and boiled eggs on top add texture and visual appeal to the dish. It is normally served with side dishes like raita, pickle, or papad, making it a substantial meal.

Another variation proving the diversity of Kerala's Biryanis is Malabar Biriyani, moving successfully to the south parts of Kerala too. While basically similar to Thalassery Biriyani, bigger grains of rice are traditionally used in Malabar with seafood like fish and shrimps along with chickens and muttons traditionally used. Coconut milk rich creamy texture added to their cooking process enhances the blending of spices. Malabar Biriyani is





the favourite dish in coastal regions where seafood is fresh and available; it is mostly prepared for celebrations and family gatherings.

The Secret to a Great Kerala Biryani

What really differentiates the biryani varieties of Kerala from the rest is the judicious use of local ingredients along with the subtle balance of spices. The fertile soil in Kerala abounds with cinnamon, cloves, turmeric, and cumin; these are used to create the flavour of the biryani. Another essential ingredient is coconut, which forms part of the state's diet not only as a side dish or in curries but also adds subtlety to some of the variations of the biryani.

Yet another feature of these Biryani is ghee, or clarified butter, used in it. Not that some biryanis were not made with a huge usage of oil and instead, Kerala chefs typically prepared their biryani by cooking it in ghee, which gave every single bite a rich and buttery flavour that literally melted in one's mouth. The method itself also plays an important role in bringing out depth into the dish. Because of cooking rice and meat slowly over low heat, spices penetrate each grain of rice and each chunk of meat, bringing forth flavours in every mouthful.

Modern Infusions and Global Flair

Over the years, different Biryani varieties in Kerala is gaining popularity beyond its territorial boundaries. Restaurants and even home chefs are coming up with innovative ways to change traditional recipes. Many of these innovations reflect the influence of global food trends, keeping the essence of Kerala's culinary heritage intact. Many contemporary biryanis will include international ingredients like smoked

chicken, kale, or even quinoa. They are a fusion experience which appeals to a global audience.

Yet, all those modern twists cannot deny it from its soul-ness from traditional methods. A lengthy history of spice trade with this state, richness with its agriculture, and an assortment of cultures make an imprint on how the very biryani varieties of Kerala must be prepared and consumed - a love for it goes as a common bonding and cuts across the small local family-run eateries across this State to upscale urban restaurants.

Biryani culture: a social feast

Biryani in Kerala is more than just a meal; it's a social event. Be it a wedding, religious festival, or just a family gathering, biryani is at the centre of any event. Such communalism of the dish has made it often served in large platters during a gathering of friends and family, as all dig in and enjoy the feast together. In this way, the act of eating biryani has so often been accompanied by laughter, conversation, and storytelling that it has become an integral part of Kerala's culture.

With such a complex layer of flavours, history, and tradition, these biryanis give the impression of the state's culinary soul. From small, cozy eateries in Thalassery to busy streets of Kozhikode, this iconic dish continues to evolve according to modern tastes and remains true to its roots. For a foodie, Kerala's biryani world does not just present a meal but is also about an experience—a historic and spicy affair, really; it connects with the soil. Enjoyed over quiet family dining or noisily at restaurants, these stands testimony to the distinct flavour, the culture of the state, and the age-old affinity for food and community.

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THE GOOD FOOD AWARDS 2024

HONOURING EXCELLENCE IN CULINARY INNOVATION AND SUSTAINABILITY

The Good Food Awards 2024, accompanied by the grand finale of the Good Food Campaign organized by HUES OF LIFE Magazine, unfolded as a landmark event on December 4th at the Trivandrum Tennis Club, Kowdiar. This celebration of culinary brilliance and sustainable practices aimed to shine a spotlight on the transformative power of food to unite, inspire, and uplift communities. Under the esteemed leadership of Shri. Kowdiar Dharman, Director of Kerala Forest Industries, who presided over the ceremony, the event was officially inaugurated by Hon. Minister for Museums, Ports, and Archaeology, Shri. Ramachandran Kadannappally, who also presented the awards to the deserving winners.

The event drew luminaries from various walks of life, including Shri. A. S. Shiras, Joint Director of Industries and Commerce, and Shri. Mukesh M. Nair, CEO of Branding King and a popular lifestyle vlogger. These distinguished guests lent their voices to the cause of food excellence and sustainability. The program also featured the much-anticipated launch of the Hues of Life Special Good Food Handbook by Hon. Former MP Shri. K. Muraleedharan. This handbook,

a culmination of insights and experiences gathered throughout the Good Food Campaign, serves as a comprehensive guide for restaurants, chefs, and food entrepreneurs, offering valuable resources to elevate branding, promote sustainability, and ensure excellence in their endeavours.

This year's theme, "Right Food for a Better Life and Better Future," emphasized the profound impact of nutritious and sustainable food on individual health and societal progress. Coinciding with World Food Day and the anniversary of the Food and Agriculture Organization (FAO) of the United Nations, the event underscored the importance of global food security, sustainable agricultural practices, and the eradication of hunger. FAO's pivotal role in reminding the world of the fundamental right to nutritious food was a central theme, reflecting the interconnectedness of health, sustainability, and food innovation.

Selected winners represented the best of South and Central Kerala's culinary landscape, with restaurants, chefs, and food brands evaluated on their operational expertise, commitment to social responsibility, and ability to inspire a better future through good food. These recipients, chosen through a public



voting process and comprehensive assessments, exemplify excellence and innovation in the food sector.

A Campaign for Good Food

The event marked the conclusion of the Good Food Campaign, an ambitious initiative by HUES OF LIFE Magazine to bridge gaps in the food industry, foster collaboration, and promote sustainable practices. Over the course of the campaign, extensive research and dialogue were conducted with stakeholders across Kerala's food sector, including restaurateurs, farmers, and food safety experts. These discussions yielded actionable insights into addressing market challenges, improving networking opportunities, and resolving issues faced by the hotel and restaurant industries.

The campaign also placed significant emphasis on empowering farmers through initiatives like group farming and high-tech farming. By creating support systems for producers and developing effective marketing strategies, the campaign aimed to ensure fair pricing and increased visibility for high-quality food products. As a result, the Good Food Campaign served as a catalyst for connecting

food producers with consumers while fostering transparency and trust in the marketplace.

To further the goals of the campaign, HUES OF LIFE organized webinars and interactive sessions in collaboration with various institutions. These forums explored key aspects of food safety, hygiene, and sustainable practices. Special attention was given to addressing the challenges faced by unorganized sectors within the food industry, providing them with a roadmap to implement better hygiene standards and enhance their operational efficiency.

The campaign's broader vision—ensuring good food at affordable prices for all—extended beyond the awards event. Its mission to create a healthier, more inclusive future for the food industry continues to resonate, with plans to expand the campaign to other regions of Kerala and establish a long-term platform for socially responsible food initiatives.

Celebrating Culinary Excellence: A Grand Success of the Good Food Awards 2024

The awards recognized extraordinary contributions in the food industry. Among the notable honourees was Ayyoob Mannil of MRA Group, whose lifelong



dedication to culinary excellence earned him the Lifetime Achievement Award. Mukesh M. Nair, CEO of Branding King and a well-known lifestyle influencer, received the Icon of Branding and Strategic Influence Award for his exceptional contributions to food branding. Milma, the Kerala Co-operative Milk Marketing Federation, was celebrated as the Best Dairy Brand of Kerala, with their marketing manager, Shri. Sreejith R. Nair, accepting the honour. Dev Snacks (Seraphine Dev Impex Pvt Ltd) emerged as the Most Promising Brand, while Iyo Fresh Ball Grapes (B2B Traders) was recognized as the Best Beverage Brand. Cocontent by Orgocore won the Best Innovative Product Award, showcasing creativity and forward-thinking in the food industry.

The restaurant and catering sectors were also celebrated for their dedication to quality and innovation. Hotel SP Grand Days was honoured as the Best Roof-Top Restaurant, while Tharavattil Catering received the award for Outstanding Achievement in Catering. AKG Caterers was recognized as the Best Budget Caterers, and Azad Group was celebrated for its legacy and pioneering efforts in culinary excellence. Aasife Biryani, with its extensive network, was honoured as the Iconic Network of Restaurants for Biryanis, while Mother's Veg Plaza was named the Best Vegetarian Restaurant. The Yellow Chilli was recognized as the Best North Indian Restaurant, and Plav Restaurant earned the distinction of Best Multi-Cuisine Restaurant.

Fine dining and themed experiences also took centre stage, with Imperial Kitchen being named the Most Preferred Fine Dine Restaurant, Huddles Cafe celebrated as the Best Café, and The Gourmet House recognized as the Best Pan Asian Restaurant. Javees Cinema Restaurant stood out as the Best in Class-Themed Restaurant, while Athidhi Devo Restaurant was awarded for offering the Best Kerala Cuisine. Special accolades were also given to Kaymas Restaurant for their biryanis and Mandi Manzil for

their mandi dishes.

Desserts and baking excellence were not overlooked. Paul's Creamery was awarded for Best in Class Ice Creams and Desserts, while Baked and Mr. John's Baking Company were celebrated for their exceptional cake-making and baking expertise. Travancore Foods was recognized for its excellence in B2B baking.

Social initiatives in the food sector also received recognition, with the Sai Anandabhojanam Foundation being awarded for its impactful contributions to society. This holistic approach to celebrating the food sector not only acknowledged culinary excellence but also highlighted the importance of sustainability, innovation, and community service.

A Path Toward the Future

The Good Food Awards 2024 was not just an event but a movement that showcased the boundless potential of the food industry to drive societal progress. It celebrated innovation, sustainability, and the universal love for good food while emphasizing the need for continued efforts in promoting food safety and accessibility. The campaign reminded attendees that food is more than sustenance—it is a medium for connection, culture, and change.

The unveiling of the Hues of Life Special Good Food Handbook symbolized the beginning of a new chapter, offering tools and insights to food brands and restaurants to further their journey toward excellence. As the Good Food Campaign looks to the future, it aims to remain a dynamic force for positive change, extending its reach and fostering collaboration across the food sector.

In celebrating the achievements of 2024, the Good Food Awards and Campaign have set the stage for a brighter, healthier, and more inclusive future—one where the power of good food continues to nourish bodies, minds, and communities.



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Goa

THE PERFECT INDIAN DESTINATION FOR A MAGICAL CHRISTMAS

Christmas is a season of joy, celebration, and togetherness, and there is no better place in India to embrace the holiday spirit than Goa. With its unique blend of European heritage, tropical charm, and vibrant festivities, Goa transforms into a magical destination during December. The state's deep-rooted Portuguese influence and significant Christian community ensure that Christmas is celebrated with unmatched fervour, making it a bucket-list destination for anyone seeking an unforgettable holiday experience.

As December sets in, Goa dons a festive look, with streets adorned with twinkling lights, homes decorated with bright stars and nativity scenes, and the scent of freshly baked treats wafting through the air. The festive vibe isn't just limited to decorations; it's a full sensory experience that includes music, food, traditions, and community celebrations. Goa offers a mix of serene spirituality and lively revelry, making it a destination that caters to every kind of Christmas celebration.

A Walk Through Goa's Historic Churches

The beating heart of Goa's Christmas celebrations lies in its historic churches, which stand as a

testament to the state's Portuguese heritage. The Basilica of Bom Jesus, a UNESCO World Heritage Site, and Sé Cathedral are among the most iconic churches where Midnight Mass services draw large crowds. Attending these services is an unforgettable experience, as choirs sing carols in harmonious unison, and the interiors of these grand structures shimmer with candlelight.

Other popular churches like the Church of Our Lady of Immaculate Conception in Panaji and the Church of St. Cajetan in Old Goa also host festive masses, beautifully blending faith and tradition. These spiritual gatherings are open to all, welcoming visitors to witness the essence of Christmas in its purest form.



Walking through the old quarters of Panaji or Margao during Christmas, you'll encounter intricately decorated cribs and life-sized nativity scenes displayed outside homes and churches. These displays often become community hubs where families and neighbours gather to celebrate the season.

A Feast of Flavours: Christmas in Every Bite

Goan Christmas celebrations would be incomplete without indulging in the culinary delights that make this season extra special. The state is known for its rich and diverse cuisine, and during Christmas, kitchens come alive with the preparation of traditional delicacies. Bebinca, a multi-layered Goan dessert made with coconut milk, flour, and sugar, is a must-try treat that has become

synonymous with the season. Other festive sweets like dodol, neuris, and guava cheese find their way into every home and bakery.

Savory dishes also hold their own in the grand Christmas feasts. Traditional Goan pork sorpotel and vindaloo, paired with sannas (steamed rice cakes), are staple dishes at Christmas dinners. These meals are often shared with family and friends, reflecting the essence of the season—community and togetherness.

For those looking to explore Goa's food scene, Christmas markets and local bakeries are the places to be. Iconic bakeries like Confeitaria 31 de Janeiro in Panaji offer a taste of Goa's sweet traditions, while the bustling markets of Mapusa and Margao overflow with festive goodies, from marzipan to fruitcakes.



Festivities by the Sea: Beach Celebrations

Goa's pristine beaches provide a unique setting for Christmas celebrations. While the state's churches and neighbourhoods offer a traditional vibe, its beaches turn into hubs of fun and frolic. From Anjuna to Baga, the coastline comes alive with music festivals, beach parties, and firework displays. These events attract visitors from around the world, creating a multicultural celebration that's hard to find elsewhere.

If you're looking for a quieter, more intimate experience, South Goa's beaches like Palolem and Colva offer peaceful retreats where you can enjoy the beauty of the season without the hustle and bustle. Imagine a candlelight dinner on the sand, the sound of the waves as your backdrop, and the warmth of Christmas cheer surrounding you.

For the adventurous, Goa's water sports add an extra thrill to the holiday season. Parasailing, jet-skiing, and dolphin-spotting tours are popular activities that allow you to experience the festive spirit in a truly unique way.



The Joy of Giving: Christmas Markets and Shopping

Shopping is an integral part of Christmas, and Goa's vibrant markets offer a treasure trove of festive delights. From handcrafted decorations to unique gifts, these markets are a paradise for holiday shoppers. The Mapusa Market, in particular, is a hotspot for buying Christmas stars, ornaments, and lights that add a magical touch to your celebrations.

The Panaji Christmas Market is another must-visit destination, featuring stalls selling everything from baked goods to artisanal crafts. These markets not only provide an opportunity to pick up unique souvenirs but also offer a glimpse into the local culture and traditions.

Local artists and entrepreneurs often showcase their talents in these markets, making it a great way to support small businesses while finding one-of-a-kind treasures for your loved ones.





Nightlife and Entertainment

Goa's nightlife is legendary, and during Christmas, it reaches a whole new level. Clubs, bars, and shacks across the state host themed parties, live music events, and DJ nights that keep the holiday spirit alive well into the night. Venues like Tito's, Club Cubana, and Hilltop are famous for their Christmas parties, attracting partygoers with their vibrant energy and festive vibes.

For those who prefer a more cultural experience, Goa also hosts traditional Christmas concerts, plays, and carol-singing events. These performances are often held in community halls and open spaces, offering a family-friendly alternative to the party scene.

A Spirit of Unity and Joy

What makes Christmas in Goa truly special is the warmth and hospitality of its people. The Goan community takes immense pride in its traditions, and this is evident in the way they open their homes and hearts to visitors during the season. It's not uncommon to be invited to a local Christmas feast or to join in the carol singing that echoes through the streets.

The sense of unity and joy that pervades Goa during Christmas is infectious. It's a celebration that transcends religious and cultural boundaries, bringing people together in the spirit of love and kindness.

Planning Your Christmas Getaway to Goa

To make the most of your Christmas vacation in Goa, it's essential to plan ahead. December is peak tourist season, so booking accommodations early is highly recommended. Whether you prefer luxury resorts, boutique hotels, or cozy homestays, Goa offers a range of options to suit every budget.

Transportation within the state is convenient, with rental bikes and taxis readily available. Exploring Goa's charm at your own pace, from its historic neighborhoods to its lively beaches, adds to the magic of the season.

The Magic of Christmas in Goa

Goa during Christmas is more than just a holiday—it's an experience that stays with you long after the season ends. From the spiritual serenity of its churches to the lively celebrations on its beaches, Goa offers something for everyone.

Whether you're traveling with family, friends, or as a solo adventurer, Christmas in Goa is an opportunity to embrace the festive spirit in a way that's uniquely Indian yet globally inspired. It's a celebration of life, love, and joy, set against the stunning backdrop of a tropical paradise.

So, pack your bags, head to Goa this Christmas, and create memories that will warm your heart for years to come.

WINTER SKINCARE

DECEMBER'S CHILL AND JANUARY'S FROST



As December gracefully bows out and January ushers in the promise of a new year, the cold weather takes its toll on our skin. Winter, with its dry winds and frosty mornings, often leaves the skin parched, dull, and prone to a variety of issues. While this season brings the joy of celebrations and holidays, it also calls for special attention to skincare. Protecting the skin, the body's largest organ, is not merely a matter of beauty but also one of health.

Cold weather reduces humidity, stripping moisture from the skin and leaving it dry, flaky, and irritable. This condition is aggravated by indoor heating systems that sap the air of its natural moisture, creating a double-edged sword for skin health. As a result, red spots, itchiness, and cracked lips become common. Recognizing these challenges and taking proactive steps to address them can ensure that your skin stays radiant, healthy, and hydrated throughout the winter months.

One of the first adjustments in your winter skincare routine should be in the choice of soap or cleanser. Many commercially available soaps are high in alkali, which can strip the skin of its natural oils. During winter, it is best to avoid

such products and opt for moisturizing soaps or bars enriched with softening agents. Look for products containing glycerin, shea butter, or essential oils to keep your skin soft and supple. For those who prefer natural solutions, an oil-based foaming cleanser or even clean oil itself can be used to gently cleanse the skin without disrupting its natural barrier. Cream cleansers are another excellent choice for winter, as they help maintain the skin's hydration levels while effectively removing dirt and impurities.

Proper moisturization is the cornerstone of winter skincare. Immediately after a hot shower, the skin tends to lose moisture rapidly. Applying a good moisturizer while the skin is still damp helps lock in hydration and strengthens the skin's protective barrier. Choose a moisturizer that suits your skin type—oil-based creams for those with dry skin and water-based lotions for those with oily or combination skin. A hydrating mask applied once or twice a week can further prevent moisture loss. For optimal results, choose masks containing natural humectants like honey or hyaluronic acid, which attract and retain moisture in the skin.

Winter is particularly harsh on extremities like hands and feet, where the skin is thinner and more

prone to dryness. Cracked heels are a common problem during this season. To prevent and treat this, soak your feet in warm salted water for 10–15 minutes before bedtime. Follow this with the application of a thick cream containing mineral oil or urea, and cover your feet with socks overnight. Similarly, hands often suffer from dryness and cracking due to frequent washing or exposure to cold air. A thick hand cream applied after every wash can help restore moisture. Don't forget the nails—massaging them with a bit of moisturizer or natural oil can prevent cracking and keep them healthy.

The outermost layer of the skin, known as the stratum corneum, is composed of dead cells that act as a protective barrier. However, if not properly cared for, this layer can accumulate and leave the skin looking dull. Gentle exfoliation once or twice a week can remove these dead cells and reveal brighter, healthier skin beneath. For a natural scrub, grind some dried oats and mix them with milk and honey. This gentle yet effective mixture can cleanse and exfoliate the skin without causing irritation. Proper exfoliation also allows moisturizers and other skincare products to penetrate more deeply, enhancing their effectiveness.

What you eat significantly impacts your skin's health, especially during winter. The festive season may tempt you with indulgent treats, but a balanced diet rich in vitamins and nutrients is essential for radiant skin. Citrus fruits like oranges, lemons, and strawberries are excellent sources of Vitamin C, which promotes collagen production and protects the skin from damage. Yellow and orange fruits such as mangoes, papayas, and carrots are rich in Vitamin A and carotenoids.



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These nutrients act as antioxidants, promoting cell health, preventing infections, and slowing the effects of aging. Adding these to your daily diet can keep your skin glowing and youthful.

Don't forget to include green leafy vegetables, nuts, and seeds. These are rich in omega-3 fatty acids and other essential nutrients that support skin health. Whole grains and millets can help keep your body warm and energized while also providing the fiber needed for healthy digestion, which indirectly benefits your skin.

Hydration is just as important in winter as in summer, even though you may not feel as thirsty. The body's natural thirst mechanism may not signal the need for water as strongly during colder months, but the skin requires constant hydration to maintain its elasticity and glow. Drink at least eight glasses of water a day to keep your skin



hydrated from within. Warm beverages like green tea or herbal infusions can also help, as they provide hydration while offering additional antioxidants and nutrients. Avoid excessive consumption of caffeinated or sugary drinks, as they can dehydrate the body and contribute to skin issues.

Many people underestimate the importance of sun protection during winter. However, the sun's UV rays can be just as damaging, if not more, during this time of year. Sun exposure can increase pigmentation and accelerate the skin's aging process. Applying a broad-spectrum sunscreen daily, even on cloudy days, is crucial to protect your skin from harmful UV rays.

Nighttime is when the skin undergoes its natural repair process. Using a nourishing night cream can enhance this process, helping to reduce pigmentation, fight the effects of aging, and restore the skin's natural glow. Choose products with ingredients like retinol, peptides, or niacinamide for targeted results.

Beauty sleep is not just a myth—it's a vital component of skin health. Adequate rest allows the body to repair and regenerate, reducing the appearance of dark circles, blemishes, and fine lines. Aim for seven to eight hours of quality sleep every night to wake up with refreshed and rejuvenated skin.

Winter brings with it a host of skin conditions,

including eczema, psoriasis, and fungal infections. These issues are often exacerbated by the reduced activity of sebaceous glands, which produce the skin's natural oils. Cracked lips and heels, dry patches, and silver spots on the skin are all signs of winter-induced dehydration. To combat these problems, use natural remedies such as coconut oil, olive oil, or petroleum jelly. These can provide deep hydration and form a protective barrier against the elements. For fungal infections or cracks between the toes, over-the-counter antifungal creams or powders can be effective.

Physical activity is not only good for your overall health but also for your skin. Exercise increases blood circulation, delivering oxygen and nutrients to the skin cells and helping to remove toxins. Sweating during a workout can unclog pores and give your skin a natural, healthy glow.

Winter, with all its challenges, is also an opportunity to nurture your skin and establish a solid skincare routine. By making thoughtful changes to your daily habits and prioritizing hydration, nutrition, and protection, you can ensure that your skin remains radiant, healthy, and youthful throughout December and January. As the cold winds blow and the festive spirit fills the air, let your skin reflect the joy and vibrancy of the season. With proper care and attention, you can embrace winter with confidence and step into the new year glowing with health and beauty.





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TIMELESS ICONS OF THE AUTOMOTIVE WORLD

The history of the automobile is a rich tapestry woven from innovation, engineering brilliance, and cultural influence. Some cars transcend their mechanical purpose to become emblems of their eras, capturing the imagination of generations. These vehicles reflect the aspirations, ingenuity, and artistry of their creators, leaving an indelible mark on history. Here, we explore ten automotive legends that continue to inspire enthusiasts and collectors around the globe.

The Rolls-Royce Phantom II, unveiled in 1929, is an enduring symbol of luxury and precision. It was the final model in Rolls-Royce's esteemed 40/50 horsepower series, representing the culmination of decades of engineering excellence. This second-generation Phantom featured a completely redesigned chassis that improved both handling and ride quality. A key innovation was its suspension system, which replaced the cantilever springs of its predecessor with semi-elliptical springs on the rear axle, harmonizing with the semi-elliptical springs at the front. This configuration not only lowered the frame for a more elegant stance but also enhanced vehicle stability. The Phantom II retained the advanced four-wheel servo-assisted brakes and lubrication system introduced with the Phantom I, showcasing Rolls-Royce's commitment to functional luxury. The

Continental variant, with its shorter wheelbase and firmer springs, was tailored for those who sought a blend of performance and sophistication. Even today, the Phantom II is celebrated for its meticulous craftsmanship and timeless appeal.

Italy's automotive ingenuity shone through with the Fiat 1100-103, a car that embodied post-war resilience and innovation. Launched in 1953, the Fiat 1100 was a modern unibody replacement for the pre-war Fiat 1100E. It was designed to provide affordable yet stylish transportation for families. The model's versatility was evident in its various iterations, including light commercial versions that catered to a burgeoning post-war economy. The Fiat 1100's impact was not confined to Europe—it found a second home in India, where its legacy extended into the iconic Premier Padmini.

The Premier Padmini, manufactured by Premier Automobiles Limited under license from Fiat, became a cultural phenomenon in India. Introduced as the Fiat 1100 Delight in 1964, it was renamed Premier Padmini in 1974, paying homage to the legendary Rajput princess Padmini. The car was not only a favourite among middle-class families but also graced the garages of famous celebrities in India. Its compact design, reliability, and fuel efficiency made it a trusted

companion on Indian roads. The name "Padmini," associated with Goddess Lakshmi and symbolizing prosperity, resonated deeply with Indian buyers, further cementing its popularity.

France's Delahaye 135, introduced in 1935, exemplified the fusion of luxury and performance. This French masterpiece, designed by engineer Jean-François, was renowned for its success both on the racetrack and as a touring car. The 135 featured independent front suspension, Bendix brakes, and 17-inch spoked wheels, which provided a blend of agility and stability. Its partially synchromesh four-speed manual or Cottel pre-selector transmission offered drivers versatility and control. The Delahaye 135 became a favourite among elite clientele, often adorned with bespoke coachwork from renowned designers. Its presence in motorsport, including victories at the 24 Hours of Le Mans, underscored its dynamic capabilities.

In India, the Standard Herald was a symbol of evolving automotive aspirations. Produced by Standard Motor Products of India Limited, the Herald was a localized adaptation of British engineering. Initially assembled with parts imported from the UK, the car gradually incorporated indigenous components, reflecting India's growing automotive industry. By the time the Standard Herald Mark 2 debuted, it featured significant design updates, including a front end inspired by the Triumph Vitesse. The Herald offered Indian consumers a taste of British motoring flair, combining style with practicality.

Another British legend, the Jaguar XK150, made its debut in 1957 as a refined successor to the XK120 and XK140. The XK150 retained the same 3.4-liter DOHC straight-six engine as its predecessors but introduced a redesigned B-type cylinder head, which increased power to 180 horsepower. The car's interior was a testament to Jaguar's commitment to luxury, with a leather-trimmed dashboard as standard and optional walnut trim. Notably, thinner doors allowed for more interior space, enhancing comfort. The XK150's performance, elegance, and technological innovations, such as four-wheel disc brakes, set a new benchmark for sports cars.

Germany's Volkswagen Beetle is arguably the most iconic car in history. Conceived in the 1930s as a





“people’s car” (Volkswagen), it was designed to be affordable, reliable, and efficient. Its rear-engine, rear-wheel-drive layout and distinctive shape made it instantly recognizable. While its origins were tied to Nazi Germany, the Beetle transcended its controversial beginnings to become a global phenomenon. By the time production ended in 2003, over 21 million units had been sold, making it one of the best-selling cars of all time. In post-war Europe and beyond, the Beetle became a symbol of freedom and individuality, beloved by students, artists, and families alike.



Closer to home, the Hindustan Ambassador became synonymous with Indian roads. Manufactured by Hindustan Motors from 1958 to 2014, the Ambassador was based on the Morris Oxford Series III. Over the decades, it evolved to meet the needs of Indian consumers, from government officials to taxi operators. Its spacious interiors, sturdy build, and ability to handle India’s challenging terrain earned it the title “King of Indian Roads.” Despite its British origins, the Ambassador became an Indian icon, representing reliability and endurance.



The Hindustan Contessa, launched in 1984, offered a stark contrast to the rugged Ambassador. Modelled on the Vauxhall Victor FE, the Contessa was one of India’s earliest luxury sedans. It was powered by a variety of engines over its production run, including units sourced from Isuzu. The Contessa’s sleek design, comfortable interiors, and smooth ride appealed to executives and government officials, making it a status symbol during its heyday.



Finally, the Mercedes-Benz 300 SL Roadster, introduced in 1958, remains a pinnacle of automotive design and engineering. As a successor to the legendary 300 SL Gullwing, the Roadster offered a more accessible design with traditional doors and a convertible top. Powered by a 3-liter inline-six engine, it combined breath-taking performance with unmatched elegance. The Roadster’s advanced suspension and low-slung profile provided exceptional handling, while its luxurious interior ensured comfort. Even decades later, the 300 SL Roadster is celebrated as one of the most beautiful and desirable cars ever made.



These ten vehicles are more than just machines—they are milestones in automotive history. Each represents a unique blend of artistry, innovation, and cultural significance. From the opulence of the Rolls-Royce Phantom II to the enduring charm of the Volkswagen Beetle, these cars continue to captivate and inspire, reminding us of the remarkable journey of the automobile.

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