

Tulleeho demystifies cocktails for you

Britain's Queen Mother enjoyed a strong Martini and gin concoction, made for her every day to a specific formula. The late royal lived happily till the age of 101. Although we cannot decode that potion for you but surely can share a whole list of interesting formulae for cocktail mixes for you so that you also live for a century!

This job has been made easy by the Tulleeho gang (Vikram Achanta and others) by coming out with a launch of the Tulleeho Book of Cocktails. And believe me, these boys know their job!

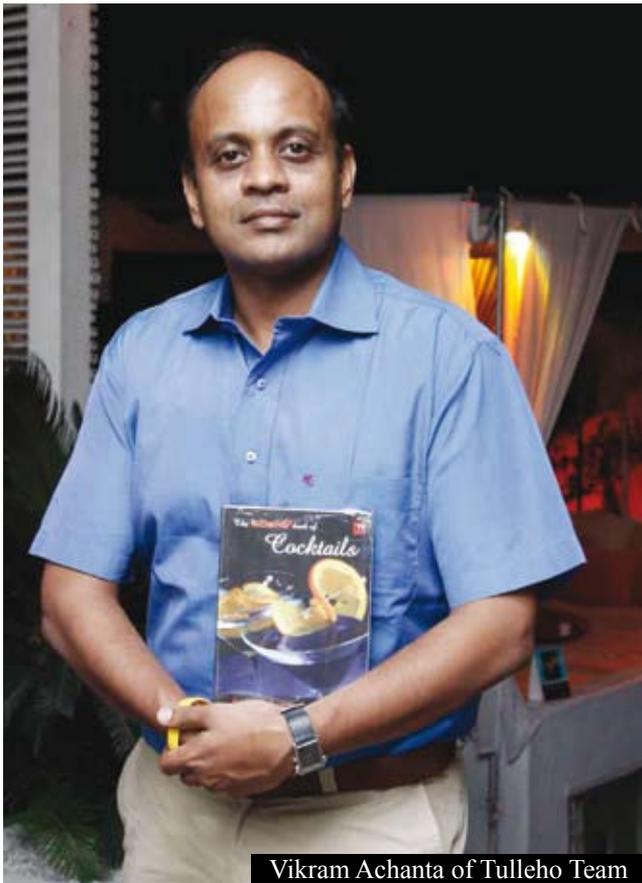
■ SPIRITZ DESK

It is the first cocktail book of its kind with a uniquely Indian focus. It provides you with information about the techniques and different styles of mixing drinks, including easy-to-follow cocktail recipes with accessible desi ingredients. Peppering the recipes are delightful trivia, anecdotes and facts, making the reading priceless for the home bartending enthusiast or even the most serious social drinker.

The book was launched in the evening of October 15 at Olive Bar & Kitchen, New Delhi by AD Singh, the MD of Olive. AD also tried his hand at making a cocktail from the book, the Cucumber and Celery Martini, which was an instant hit.



A D Singh, owner of Olive Bar & Kitchen trying his hands on making cocktails with Rohan Jackie of Tulleeho Team



Vikram Achanta of Tulleho Team

Some Highlights of the book:

1. India's first meticulously organized compilation of recipes for cocktails, keeping in mind the mixes that are available in the country.
2. A detailed manual for making and mixing drinks, useful not only to expert mixologists but also absolute beginners.
3. Includes a guide to smart drinking, and a list of shops across India's cities where bar equipment and alcohol can be sourced.

The book is born out of the more than 10 years of experience Tulleho has had in working in the Indian beverage and hospitality industry. Originally starting as a website, www.tulleho.com, the company soon realized that the Indian consumer needed more than a portal to help answer their queries relating to different facets of alcoholic beverages. They soon moved to running fun workshops for lay consumers across India, on various topics, including cocktail workshops, wine tasting, single malt appreciation and even tea tasting workshops.

The book has a user-friendly design, with more than a 100 recipes, and is priced at a pocket friendly Rs 395. Available at most major book stores, and online on www.flipkart.com and www.tulleho.com 📖

For the good food times

The second edition of Mumbai International Food and Beverage Exhibition and Conference was held from October 12-14 this year at Bombay Exhibition Centre, NSE Complex, Mumbai.

The exhibition-cum-conference, like the last time, was an ideal meeting place for the food and beverage industry to exchange innovation, ideas and business contacts. This time, the conference, titled 'The Times of India – MIFBEC 2011', was organized by India Tech foundation and The Times of India.

The show was an ideal export platform for companies targeting the future market of India. The event provided useful exposure to a variety of food and beverages to the trade and consumers at large.

The broad exhibit profiles were food and beverages, wellness and nutrition, packaging, and hospitality. Foods from Indian states along with international food cooking demonstration, tasting and sampling were the broad highlights of the event.

The exhibitors were benefited because of the high media visibility, thanks to the canvas provided by Times Exhibitions and Events. Also economies of scale were provided by the wide span of coverage across key markets.

The MIFBEC 2011 provided a direct meeting point to company owners, manufacturers, traders, resellers, distributors, stockiest, retailers, suppliers.

In the three days of the exhibition, more than 30,000 visitors came from all over India. No other trade fair has attracted so many visiting professionals from across India.

The event provided entrepreneurs with an ideal opportunity to meet the people who really matter to the business; building meaningful relationships; showcasing products and services, as well as directly interacting with people who make the strategic decisions. 📖