

The Meetha Newsletter

JANUARY



*The Meetha.org
brings to you
engaging discussions
around sugar and
all things sweet.*



A Meetha Message for 2021!

by Indian Sugar Mills Association

A one-stop source of information for all consumers, medical practitioners, nutritionists, chefs concerning the nature of use, know-how, nutrition facts about "SUGAR". Our discussions are aimed at building consumer knowledge around natural sugar and highlight the scientific facts around its right consumption.



Sugar: The Elixir to our healthy lives!

Sugar? Added sugars? Alternative sweeteners? Understanding exactly what the differences are can be confusing and even a little bit frustrating, especially when there are a lot of inconsistencies in how these terms are used. To clarify, Meetha.org takes a look at what they actually mean in our healthy balanced living through a series of Podcast and Webinars.

Expert Speaks

"I believe that we must stick to natural and that includes eating sugar that is natural. The moment we try and do something that we do not know much about (artificial sweeteners), we do not know the long-term effects of those."



*Kavita Dergan,
Trained Dietician and Weight
Management Consultant*

Did you know?

Carbohydrates, including sugar, are the body's preferred sources of fuel for brain power, muscle energy and every other natural process in every functioning cell.

#DIDYOUKNOWYOURSUGAR

Did you know?

Sugar was once considered a spice and not a sweetener. It was grouped with spices like ginger, cinnamon and saffron - used by the very wealthy to season savoury dishes.

#MEETHALIFE

Did you know?

Natural Sugar is an important source of essential daily energy consumption, after cereals and vegetable oils.

#DIDYOUKNOWYOURSUGAR

CONSUMING ARTIFICIAL SWEETENERS?

CAUTION, several studies link artificial sweeteners with health hazards. Do you want to risk your health?

Meetha Recipe of the Month

Chocolate Pudding Cake

by Shivesh Bhatia

Chocolate cake sponge

1 + ½ cups maida
¾ cup cocoa powder
½ tsp baking soda
1 tsp baking powder
¾ cup vegetable oil
1 + ½ cups castor sugar
1 cup hung curd
½ tsp vanilla extract
½ cup milk

Chocolate pudding

2 cups milk
½ cup fresh cream
1cup dark chocolate
1tsp instant coffee powder
3tbsp cornflour
6tbsp sugar
2tbsp cocoa powder
2tbsp butter
1tsp vanilla

Almond praline

½ cup almonds (whole)
¾ cup granulated sugar
2 tbsp water



Featured stories

Mid-day Mumbai

17

sunday mid-day
15.11.2020

FEATURE

twitter.com/sundaymidday | facebook.com/middayindia | instagram.com/sundaymidday



Prominent tram signs advertised leading brands around the mid-20th century. PIC COURTESY/107IN PIMPALÉ, ASST. FOREMAN, BEST MUSEUM, ANIK DEPOT

Continued from page 16

rubber wheels and not embedded rails, make an infernal racket at Gowalia Tank. Others deliberately slowed their cars, pretending to neither see nor hear trams behind.

Ophthalmic surgeon, Dr Ashok Shroff relates a 1990s escapade with a corpulent classmate from Grant Medical College who offered him a lift near Crawford Market. A tram hit the Citroën's front fender and dragged the piece ahead. "Abandoning the car, we chased the tram which had gained speed. Imagine us huffing, breathlessly shouting, 'Bumper! My bumper!'"

With pets not permitted, animal lovers smuggled in pooches when they had to. "I prayed my Toby didn't sud-

The camaraderie often cemented over conversations around food and film. Living beside Grant Road Station, schoolteacher Rutty Manekshaw, travelled on trams to give tuitions. The nonagenarian says, "Cinemas like Novelty and Super were halts at which many got on or off. Gowalia Tank, where trams changed tracks, was called 'Tram no tabelo', the shed they parked in for the night. Tickets were really cheap, rupyo toh aapre jaanyoch nathi—we never knew what it was to pay a rupee." Her favourite feature onboard was the backrest of seats, adjustable forward or backward, in the direction of the tram's movement.

"Once electrified in 1907, newer readymade models of trams had entered service,"

Making a case for 'white poison'

One of India's oldest sugar associations has launched a portal to combat the attack on sugar by the health conscious. Doctors, a chef and sugar industry sympathisers debate the role and effects of shakkar



ABINASH VERMA

offtake. Naysayers, of course, firmly hold their ground. And it isn't surprising considering that experts say India is facing a diabetes epidemic of sorts. It is home to about

77 million diabetics, says International Diabetes Foundation Diabetes Atlas. One in every six diabetics in the world is from India, and according to the foundation, the country will continue to

occupy second spot in the world right until 2045. Mumbai-based endocrinologist Dr Deepak Dalal says he opposes sugar and the sugar industry. "Sugar is responsible for most of India's health troubles today, especially the lifestyle diseases. It is acidic and inflammatory and responsible for non-communicable diseases."

Chef Ananya Banerjee, author of Planet Gastronomy, looks at the problem from the point of view of someone who can't do without the ingredient. "People have been blaming sugar for high calories. Sugar and salt are the bad guys, basically. But as a chef, these are the two most vital ingredients that can either make or break a dish. The key is to consume it in moderation," Banerjee thinks. But for someone like Swedal Trivedi, who has spent his professional career tracking



We wish you all a Meetha year ahead!