

# THE FOOD NETWORK

## » ARCHANA DOSHI

### Archana who hails from

Coimbatore, is a woman of many talents. Apart from being an excellent cook she is also a food photographer. Archana, who trained as a software engineer, made the move from coding to conducting online cooking classes when motherhood came calling. "After I became a mom and quit my job I found myself with a lot of free time on my hands. I wanted to put this time to good use and since I have always loved cooking, what better way than to start a blog with my vegetarian recipes," she says. Along with creating new dishes, this committed foodie has managed to monetise her blog by allowing advertisements and by conducting online cooking classes and reviewing various kitchen appliances.



## MINI MEALS

### CINNAMON BREAKFAST BOWL WITH COTTAGE CHEESE AND WALNUTS

Cottage cheese (or fresh home made paneer) along with nuts, fresh fruit topped with honey, makes for a delicious meal.

Serves: 1

#### Ingredients

- 1/2 cup freshly made cottage cheese, crumbled
- 2 tablespoons honey/maple/date syrup
- 1/4 teaspoon vanilla extract
- 1/4 teaspoon cinnamon powder and one more quarter for sprinkling
- 1/2 cup apple, cored and cubed
- 1/4 cup banana, cubed
- 2 tablespoons broken walnuts

#### Method

1. Fork the cottage cheese with the vanilla extract and cinnamon.
2. Top with the apple and banana, drizzle the syrup of choice over the fruits and sprinkle some cinnamon.
3. Garnish with some walnuts and serve.

[www.archanaskitchen.com](http://www.archanaskitchen.com)

## BORED OF THE NINE TO FIVE GRIND, MANY WOMEN NOW FIND FOOD BLOGGING TO BE A SATISFYING AND LUCRATIVE CAREER OPTION. BY TANISHA GUJRAL

**C**hances are if you throw a tomato at the sky it will hit someone who has a food blog. This sudden profusion of websites by women who want to write about food in their spare time has much to do with the escalating popularity of the online media and the general need to express oneself. It takes a lot of time and effort to sift through all the myriad and mediocre food blogs out there but if you are persistent your patience will be rewarded. Here is our list of a few good food blogs that are well worth a visit. Interestingly, many of these bloggers have managed to parlay what started as a hobby into a budding career. Not only have they managed to monetise their websites but they have also started online cooking classes and reviewing kitchen appliances. Bon Appétit!

### ▶▶ HELENE D'SOUZA

#### Helene D'Souza

of Masala Herb is an Austrian who moved to India after finding love in Goa. Masala Herb features fusion recipes from multiple cuisines like Austrian, French and Goan among others. For someone with a popular food blog it comes as a surprise to learn that Helene developed a love for food quite late in life. "I honestly did not like cooking even when I was studying hotel management in Austria. In fact I hated it. Even my



mother had declared me a lost cause," she says. It was only after Helene got married and settled in India that food became a big part of her life. "When I moved to

India after marriage, I was really happy but I also started missing Austrian food a lot. The craving for food from my homeland was so strong that I finally dragged myself to the kitchen and started cooking. It has now turned into a passion," she says. "Regular viewers of my blog say they love my Goan pork sorropel and home-made protein bars," she adds.

#### MINI MEALS

#### YELLOW PASTA SAUCE

[www.masalaherb.com](http://www.masalaherb.com)

##### Ingredients:

For the pasta sauce:

- 2 tablespoons olive oil
  - 1 flat tablespoon brown (or black) mustard seeds
  - 1 tablespoon chopped garlic
  - 2 teaspoons turmeric powder
  - 5 tablespoons yoghurt
  - 5 tablespoons cream
  - Pinch of salt and pepper
  - Juice of 1 lemon
- Garnish with coriander

##### Method:

1. Cook your pasta according to the instructions on the package. Strain and keep aside.
2. In a pan add olive oil and mustard seeds, cover the pot and keep on low heat
3. Temper the mustard seeds for a minute then uncover and continue to add in the chopped garlic, fry for another 1 minute.
4. Next add in the turmeric

powder, yoghurt, cream, salt and pepper. Mix and cook for 5 minutes or until the sauce has reduced a bit and has thickened.

5. Let it cool for a few minutes then add the lemon juice. Lemon juice alters taste when heated, so that the flavors remain pure and well rounded, you need to add it only once the sauce has had a little time to cool down. Pour over pasta.

### ▶▶ ANUJA & HETAL

"Great chefs are not born, they are created by a journey of trial and error"—this is the motto which Hetal and Anuja of Show Me The Curry live by. "Blogging for us is like a full time job. We take it very seriously, catering to the needs of our followers and constantly uploading new videos and finding interesting recipes to teach," say Anuja and Hetal. Being Youtube partners and a part of the Google+ network they have found more than one way to monetise their blog. "One of our most popular dishes is *achari baingan*. We managed to recreate the dish with a minimal amount of oil which our health conscious readers loved," they say. Anuja and Hetal started their blog 7 years ago when



food blogging was still a new concept. Today food blogging has grown by leaps and bounds. "There will soon be a time when we'll be able to smell food from our computers," jokes Anuja.

[www.showmethethecurry.in](http://www.showmethethecurry.in)

#### MINI MEALS

#### BEETROOT SALAD

Serves: 4-6

##### Ingredients

- 1/2 kg beetroot peeled and shredded
- 1/2 cup roasted peanuts – roughly crushed
- 5 chopped springs of cilantro (coriander), green chillies – to taste, finely chopped
- 1/2 cup onion finely chopped
- Lemon/lime juice – to taste
- Salt – to taste
- 1 teaspoon roasted cumin powder



**DAAWAT**  
THE BASMATI SPECIALIST

**DAAWAT BROWN RICE**  
India's **only** quick cooking brown rice.



Cooks in  
**15**  
minutes

## MADHURI

**Madhuri Saxena** is the face behind the popular blog Cook Curry Nook which features vegan recipes that combine the richness of various cuisines with healthy everyday meals. Madhuri says she picked up the knack for cooking from her parents who were great cooks. "Like most girls, I would watch *Amma* at work in the kitchen in complete awe right from the time I was old enough to hang on to her apron strings. I would always dream of being able to cook like her when I grew up," she says. An architect by profession and currently a freelance retail design professional, Madhuri loves to share her love for the culinary arts with like minded people. She says "An online recipe guide seemed like the perfect pool for other foodies to come and take a dip in, and that is how my blog was born." The one dish on Madhuri's blog that has garnered an enormous response from readers is her version of an eggless triple chocolate mousse cake.

### MINI MEALS

### EGGLESS STRAWBERRY MOUSSE

[www.cookcurrynook.com](http://www.cookcurrynook.com)

Prep Time: 10-15 minutes  
Comes together in: 10 minutes  
Setting Time: 1 hour  
Serves: 6 (in mousse glasses)

#### Ingredients

- 3 cups of hulled strawberries icing
- 3-4 tablespoons sugar
- 1 cup whipping cream

#### Method

1. Chill your beater blades (and bowl, if using a steel bowl) for atleast 1 hour in the freezer.

2. Reserve a few good-looking strawberries for garnish and puree the rest.
3. Whip the whipping cream and icing sugar together to soft-peak stage, about 4-5 minutes.
4. Fold the whipping cream into the strawberry puree until fully incorporated.
5. Spoon into tall mousse glasses and allow to set in the refrigerator for 1-2 hours.
6. Garnish with strawberries and a sprig of mint. Serve chilled.



## SANJEETA

**Sanjeeta** is the author of the blog Lite Bite and true to its name her quest for egg-free baking and healthy cooking is evident in all her recipes. "I started Lite Bite in 2009 as a platform to keep my passion for cooking alive by sharing small moments of my life through food," says Sanjeeta. The recipes on Lite Bite are low on fat and encourage the use of whole grains and vegetables which are packed with extra nutrients. According to Sanjeeta her version of *Khandvi* is the dish that got the most appreciation from followers on her blog. Apart from blog-

ging Sanjeeta has also ventured into food photography and food styling. "As I became more adept with the world of blogging, I realised that the photographs were just as important as the recipes. The food needs to look appealing to readers. This is when I took up food styling and photography. Working on my blog has taught me a lot and helped me pick up new skill sets," she adds. Sanjeeta says what she loves the most about blogging is that it connects her to a huge network of people who share her love for cooking.



### MINI MEALS

### BROCCOLI PATTIES

[www.veggiezest.com](http://www.veggiezest.com)

Makes 12 patties

#### Ingredients

- 1 cup grated broccoli
- 1 boiled potato
- 2 fresh bread slices
- 2 tablespoons crushed groundnuts
- 1 small onion
- 1 green chilly
- 1/2 teaspoon black pepper

powder

- Salt as desired
- Oil to shallow fry

#### Method

1. Pluck small florets from the broccoli wash and wipe with a kitchen napkin. Grate each floret with a grater. Boil and mash the potato.
2. Remove the crust from the

bread slices and crumble them coarsely by hand.

3. Peel and chop onion very finely and dice the green chilly. Use roasted groundnuts for better taste and texture.
4. Take a large bowl and add grated broccoli, mashed potatoes and rest of the ingredients except oil. Mix to bring all the ingredients in to together to

make a soft dough.

5. Pinch a small portion from the dough and roll into a ball, flatten it slightly. Heat a griddle and place a few patties on it, drizzle a little oil around each patty and let it cook for 5-6 minutes on medium heat.
6. Do the same for the other side.



## ►► PALLAVI GUPTA

**The globetrotting creator** of a popular vegetarian food blog, Pallavi Gupta started cooking at the age of 13. Since then she has travelled the world tasting a variety of cuisines. Pallavi brings this diversity to her blog, Veggie Zest which boasts of an eclectic mix of dishes from around the world. "My blog is an effort to in-

spire people to try food that's not meat oriented and make them realise that it's as great in flavour and much better for them and the environment," says Pallavi who presently lives in Pondicherry, and works as a graphic designer. "Blogging is where I find the space and freedom to be fun and creative as there are no restrictions," she says. "Writing about food is what relaxes me," she adds.

### MINI MEALS

#### BRUSCHETTA

[www.veggiezest.com](http://www.veggiezest.com)

Makes about 10 bruschettas

#### Ingredients

- 1/2 French baguette cut into 1/4 inch slices
- 4 tomatoes chopped into pieces
- 2 tablespoons good quality extra virgin olive oil
- 4 cloves of garlic, finely chopped
- 1 tablespoon balsamic

- vinegar
- Handful of fresh basil leaves, roughly chopped
- 2 teaspoons sugar
- Salt

#### Method

1. In a large bowl mix tomatoes, 2 tbsp olive oil, balsamic vinegar, garlic, basil and salt. Give it a good toss till everything is combined properly. Keep aside.

2. Lay the baguette slices on a plate and drizzle with some olive oil.
3. Lightly toast the baguette slices in a pan till they turn slightly golden on the edges.
4. Arrange the baguette slices in the serving dish and spoon a generous amount of tomato mixture with some liquid. Serve warm. Enjoy!



## ►► DEEBA RAJPAL

**Food writer, recipe developer and** food stylist Deeba Rajpal always had a deep connection with food. "My emotional attachment and passion for cooking developed after I got married. The more I baked, the better I got and this motivated me to carry on," says Deeba. Since her primary love is baking, her blog features a comprehensive list of recipes for cakes, cookies, muffins, breads and tea time snacks among others. Deeba is a homemaker with two teenagers, so she's always short of time. Blogging then is what she does to relax. "I find blogging to be very therapeutic," she says. "It's almost an obsession to make sure that I feature something new on my blog every day."

### MINI MEALS

#### WHOLE WHEAT DARK CHOCOLATE BROWNIES

Prep Time: 15 minutes  
Total Time: 40 minutes

#### Ingredients

- 65g unsalted butter, room temperature
- 35g light olive oil
- 100g dark chocolate
- 100g raw sugar
- 2 large eggs
- 1 teaspoon pure vanilla extract
- 1 teaspoon baking powder
- Pinch of salt
- 75g wholewheat flour
- 50g dark chocolate chips (and / or chopped nuts)

#### Method

1. Preheat the oven to 180 de-

- grees. Line a square 8 x 8 baking tin with parchment paper.
2. Place the butter, oil and chocolate in a bowl and microwave for 1 minute. Whisk well until the chocolate has blended with the butter and oil.
3. Add the sugar and whisk well. Add the eggs and whisk again, followed by the vanilla extract, then baking powder and salt.
4. Now fold in the wholewheat flour and dark chocolate chips and / or nuts if using. Turn batter into prepared tin and bake for 18-20 minutes.
5. After it cools, cut into squares.

[www.passionateaboutbaking.com](http://www.passionateaboutbaking.com)



**DAAWAT**  
THE BASMATI SPECIALIST

**DAAWAT BROWN RICE**  
India's **only** quick cooking brown rice.



Cooks in  
**15**  
minutes