

MUSINGS

Sehri vs. Sehri: Home-cooked vis-a-vis restaurant

When I was a child, I used to wake up to the panic of my mother, jolting me from my deep, peaceful sleep with her screams, "Quick! 5 minutes left!" Only to find out when checking the clock that I still had an hour to spare.

However, all my frustration packed its bags and left upon reaching the dining table since my favourites, bread and eggs were put right in front of where I sat. As time went by, I slowly started adopting the life of an owl as I would stay awake all night and waking up was no more an issue. Sehri was replaced by random late night munchies and a last minute glass of water.

Recently, I was introduced to the new concept of sehri at restaurants and I fell in love with it. BBQ Bangladesh and Nando's became second home for my friends and I, and wholesome, scrumptious sehris were something that we all looked forward to.

How could we miss out on those tempting offers and those meaty, juicy chicken drumsticks served to us along with Spanish rice and bottomless cola? Never did we imagine sehri could be

such bliss. As we started paying these restaurants a regular visit for sehri, it started to seem repetitive and mundane in addition to the toll it took on our wallets, because after all, we were all students. We also started missing the last minute frenzy and the excitement and zeal we experienced; making sure everyone in the family including the staff had eaten. There was a strong sense of camaraderie when the entire family had it together.

Asking around, you will come across people who will choose sehri at restaurants over home, whereas many will pick home over restaurants; while, some who would call it a stalemate when asked this trivial, yet tricky question. If you ask me, I would rather enjoy the best of both worlds, with a little bit of this and a tad bit of that.

However, at the end of the day it comes down to preferences. Who would win this battle? Only time will tell since the cold war between home-cooked sehri and restaurant sehri has just begun.

By Ali Sakhi Khan

CHECK IT OUT

'Bashae Iftaar' with Coco-Cola and Radio Foorti

On the occasion of Ramadan this year, Coca-Cola Bangladesh has brought back its month-long radio campaign, 'Bashae Iftaar', in partnership with Radio Foorti. The campaign hopes to facilitate a moment to bring families and friends a little closer together over an iftar meal, and celebrate Ramadan's spirit of sharing and togetherness.

The Bashae Iftaar campaign, which is currently in its 3rd year, is scheduled to run for 25 days of Ramadan. It picks one participant each day. Radio listeners are invited to participate through promos and RJ endorsements, and are asked to share a happy moment in their life centered on iftaar, sehri or other Ramadan occasions through SMS. The most creative answer will be selected daily and the participant will receive iftar for their family on the same day.

Running for 25 days, the 25 winners will also have the unique opportunity to attend a gala dinner programme with the cricket sensation Mustafizur Rahman.

"Coca-Cola has been a part of Ramadan in Bangladesh for a long time, integrated with its tradition," said Shadab Khan, Managing Director of Coca-Cola Bangladesh regarding the campaign. "We are excited to bring back Bashae Iftaar this year, which we believe embraces the idea of Ramadan - that of togetherness and the joy of sharing a meal with family and loved ones. We wish everyone a rewarding month ahead, and hope that this campaign will create moments for people to cherish the time spent with family."



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