

The age of 'Pastryarchy'

The local food scene has changed completely in the last one decade. Food, especially desserts, have been revamped. The 21st century mass is constantly roving on a quest to explore the array of new flavours and are tantalised by the possibilities of contemporary, complex, yet delectable cuisines.

Desserts in general have moved ahead of conventional sweetmeat, cakes and cookies; the spotlight now falls upon the new breed of bakers and culinary artists to really step up their game.

Pastryarchy, the brainchild of Elma Arifeen and Naveed Masum, started out in 2018. The impulsive decision to start a new bakery took them on a journey that saw them transforming the local scene with their own range of ground-breaking gourmet sweet items.

Pastryarchy is much more than another dessert vendor trying to convince a consumer to purchase their product. Even as a small online business, their core marketing and operations are set by fixing weekly goals and dissecting them into smaller measurable steps.

Arifeen, who holds a degree in patisserie from France, had a dream to start her own modernist style dessert place in Bangladesh. Masum, on the other hand, is an engineer with a knack for marketing and business development!

Their unique bakery specialises in con-

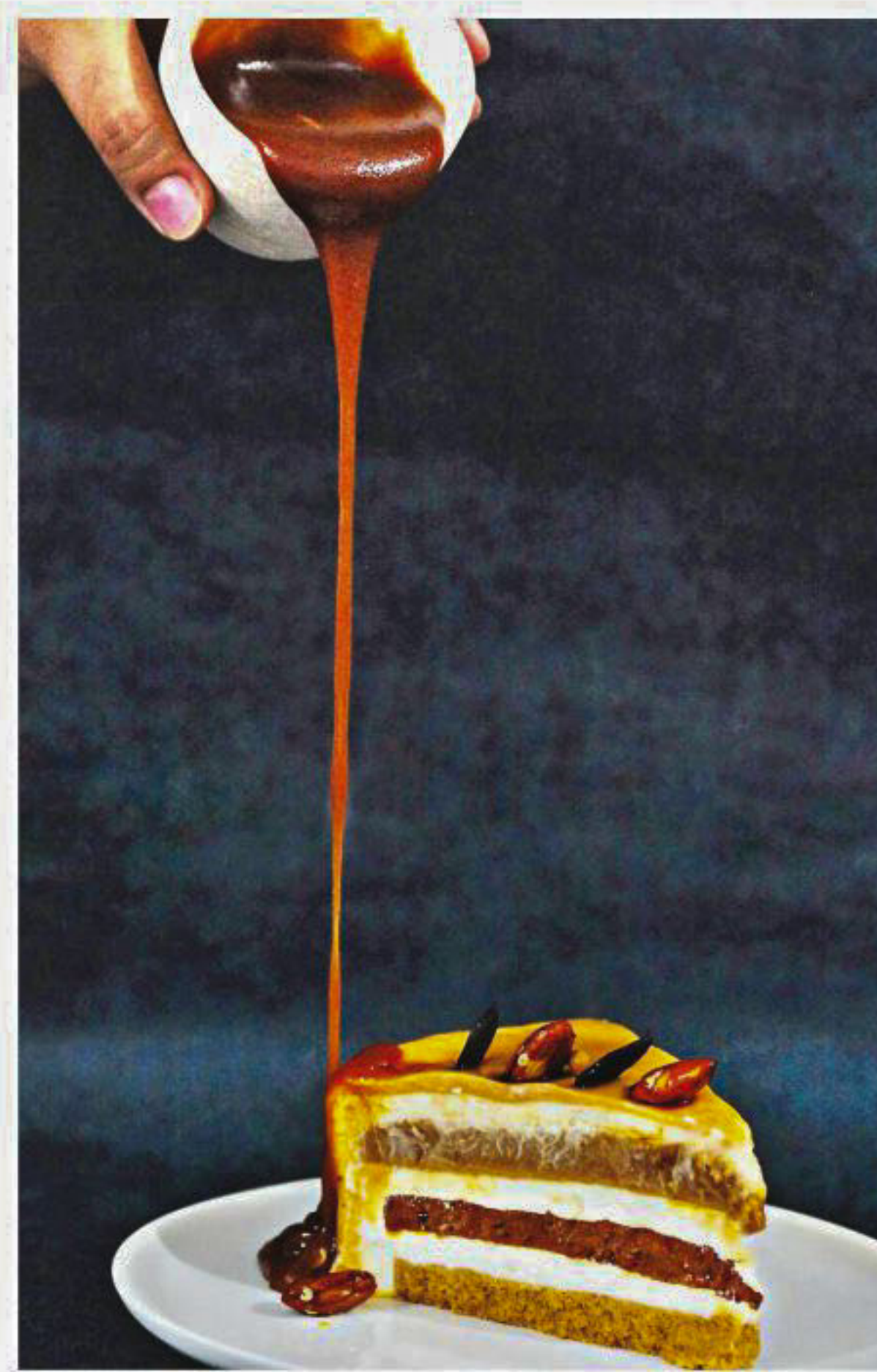


temporary desserts that taste as marvelous as they look. Their Instagram feed is a true visual treat, with every element of every dessert, starting from the ambrosial flavours to the strikingly synchronous colour schemes, is the perfect amalgam of the baker's imagination and meticulous workmanship.

One can tell from the elegant appearances and the exquisite tastes of her creations that the baker, Arifeen, who interned at a Michelin starred restaurant before starting this venture, really puts her heart and soul into the food she makes.

One of their all-time crowd favourites is the Tart Citron Meringue, or put simply — Lemon Meringue Tarts, that come in a trio of flavourful tarts and cost Tk 400.

The chef describes it as "the perfect balance of zing, sugar, cream and crunch!"



From their cake cart, "OJ in your Cocoa" and "Take Me to Opera" taste as good as their names sound. The former celebrates a chocolate-orange flavour with an almond sponge, almond praline made in-house, spiced orange gelée covered in orange-zest-ed couverture dark chocolate mousse.

Moreover, the Opera Cake is one in which the chef embeds a little piece of France in her own version of a classic French cake and it is a luscious concoction of chocolate and coffee. The beauty of this cake lies in its many layers. These delicacies cost Tk 2,500 and Tk 1,500 per kilogram respectively. Other bestsellers include their mousses and the Japanese Cotton Cheesecake.

On the other hand, the Carrot Cake, one of the simplest items on their menu, is the baker's personal favourite.

"I developed this cake's recipe years

ago before serving it on multiple events/ occasions and every time, I've been told by people, even at culinary school, that it's the best carrot cake they've ever had," said Arifeen. Furthermore, she surpasses her excellent culinary expertise and delves deeper into aesthetic artistry when she recreates another special brilliant piece — the Van Gogh "Starry Night" Cake.

"We always try to deliver both product and emotional value to our customers, while trying to establish our brand identity when creating new offers," Masum elaborated, as he believes in promoting and connecting with their customers in interactive ways.

In fact, recently, the Pastryarchs, much to their customers' delights, started selling their season-special "Summer Tart" boxes, containing four mouth-watering tarts.

You can keep a lookout on their social media handles for their upcoming exciting dessert-box offers.

Passionate about creating demand for new food and new food experiences for a crowd that craves more than the mundane delicacies already available in the market, Pastryarchy definitely stands out as they bring something new to the table with their desserts that are artistic in appearance and divinely delicious in taste.

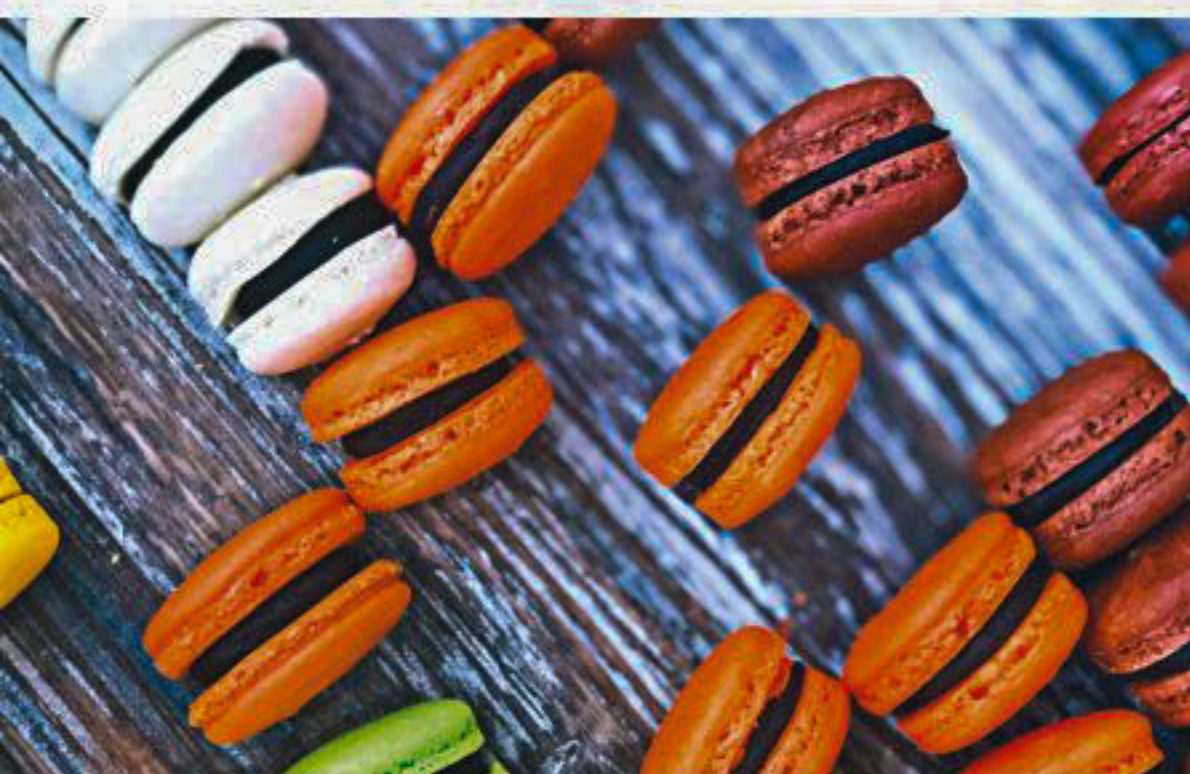
Each of their items is like something out of your sweetest dessert dream. What's more is that their near future plans include capturing storefront presence and introducing Pastryarchy condiments.

So, be it the bakery market or your taste buds, you better believe that Pastryarchy is here to rule!

By Nafisa Faruque

Photo courtesy: Pastryarchy

Follow them on social media, <https://www.facebook.com/pastryarchy101>; <https://www.instagram.com/pastryarchy101>



CHECK IT OUT

Hotel Pan Pacific Sonargaon Dhaka brings 'Taste of Indonesia' home

The Embassy of the Republic of Indonesia in Dhaka, in cooperation with Pan Pacific Sonargaon Dhaka, is running "Taste of Indonesia," a weeklong Indonesian food festival from 30 August to 6 September, 2019. Taste of Indonesia will take place at the hotel's Café Bazar. Guest Chef Eko Cahyo will delight food enthusiasts with his authentic Indonesian cuisine.

A meal is never just a meal in a country strikingly rich in history and tradition like Indonesia. Traditions, stories and cultures are cooked into every recipe they offer, creating a unique cuisine admired by many. The Indonesian food is the product of the nation's own ancient recipes.

Be it nasi goreng or delicious rendang, each recipe in Indonesia is a manifestation of the nation's history and culture. Murni Nyaristi, third secretary for information, social and cultural affairs at

the Indonesian embassy in Dhaka, stated, "The week-long food festival will celebrate the authentic culinary diversities that Indonesia has to offer."

Indonesian food is as diverse as it gets. Every ethnicity in the country holds unique recipes specific to their culture. The popular Padang cuisine, for instance, uses a lot of chilli and spices to keep people warm, whereas Sweet Javanese food was influenced by the abundance of sugar production during colonial times.

There are dozens of sambal (spicy condiment) recipes known in Indonesia. If Bangladeshis pair their meals with daal, you'll learn that dishes in Indonesia go with a certain sambal to make it complete. The same goes with krupuk or crackers.

Among popular sambal recipes stand the Balinese sambal matah with its fresh

chilli, lemongrass, and lime; sambal terasi with the local favourite shrimp paste; and sambal kacang, which uses peanuts and chilli.

Indonesia remains one of the world's top producers of spices, providing us with nutmeg, clove, galangal, pandan leaves, and others, which are incorporated into many traditional recipes. The Moluccas (Maluku) is known as the "The Spice Islands."

Gado-gado, nasi goreng, sate and soto are some of the appetising Indonesian dishes that contribute to the Indonesian cuisine and are considered as Indonesian national dishes as well. For instance, the Sumatran cuisine features curried meat vegetables such as gulai and kari due to Middle Eastern and Indian influences, while the Javanese is more indigenous.

So, bless your tongue with the Indone-

sian buffet spread at Pan Pacific Sonargaon and mouth-watering dishes like flavourful Beef Rendang, Indonesian Laksas, Gado-Gado, Sop Buntut (Oxtail Soup) and so on, all for Tk 4,000 only. Brace yourself because there is more.

When they termed it as 'Taste of Indonesia,' they literally meant it. They brought a part of Indonesia with them because they will be bestowing us with live Indonesian traditional dance performance which is to be in addition to the Indonesian dishes.

Therefore, without further ado, book your seats not just for the taste of Indonesian delicacies, but to be a part of their culture, tradition and story that is cooked into the dishes and relish on the authentic Indonesian cuisine, filled with spices, flavour and love.

By Tahmid Azad Sohan