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Cooking up

EID JOY!

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PROMOTING LOCAL FASHION

PHOTO: LS ARCHIVE /
SAZZAD IBNE SAYED

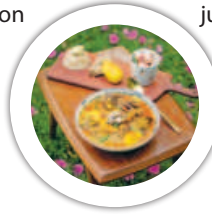
Balanced eating during Eid-ul-Azha: Top 5 suggestions from a nutritionist

Celebrations often involve elaborate meals featuring rich dishes cooked with red meat. Even before we succumb to this temptation this Eid, we should chalk out a diet plan. One need not equate responsible eating to deprivation, it is more about eating in moderation.

We spoke to Chowdhury Tasneem Hasin, Chief Clinical Dietician and HOD, Dietetics and Nutrition, United Hospital Ltd on what

dietary changes one should make on Eid day and the days of feasting that follow. And this is what she had to say —

- #1. Remove all visible fat from the meat pieces before cooking.
- #2. Avoid eating internal organs like the liver, brain, kidney, etc.
- #3. Add yoghurt, vinegar, and lemon



juice to the meat preparation. It will not only improve the quality of the food but also help lower the fat. Ditch the traditional way of cooking and occasionally opt for healthier cooking methods like roasting, baking, and grilling.

- #4. Try to incorporate vegetables and fish into your menu. The fibres in the vegetable will help eliminate the fat

from the body.

#5. Desserts are synonymous with every celebration but rather than going for shemai-payesh make the best use of summer fruits. They are rich in nutrients essential to balance out the indulgence for red meat.

By Mannan Mashhur Zarif

Photo: LS Archive/Sazzad Ibne Sayed



Typhoon

Fabric Care

প্রথম ওয়াশেই কাপড়ের কঠিন থেকে
কঠিনতম দাগ দূর করে।

টাইফুন... লাগে কম, তাই সশ্রয় বেশী।

**Fabric Care -এর
সুপার পাওয়ার**

QUICK AND DELICIOUS RECIPES with All Time Family Cake

While we may have the main dishes sorted with an assortment of beef and mutton recipes, this Eid, let's not leave desserts out. Among all the busyness during Eid, especially with a big chunk of the time spent sorting and distributing meat, here are four quick, easy, and delicious recipes made using All Time Family cake.



Having the cake baked and sliced translates to less effort and cooking time. Just add a bit of this and a dash of that, and voila! You have lip-smacking desserts in no time.

TRIFLE WITH ALL TIME PREMIUM SLICE CAKE

Ingredients

12 slices All Time Premium Slice Cake
1 cup cream
1 pack of strawberry gelatin
1 pack of orange gelatin
Custard powder

Method

Start with the first layer which will be of gelatin.

Take any flavoured gelatin of your choice, prepare it according to package instructions and let it set. Now, prepare the custard powder using milk and sugar. Let the custard cool slightly and then scoop this over the set gelatin and level the top with a knife.

Add another layer of gelatin of a different flavour over the custard and let that set too. Once done, place slices of All time Premium Slice Cake over all the layers.

Finally, whip the cold cream until you get fluffy peaks and spread that over as well. Let this chill in the refrigerator for at least one hour before serving. And there you have it — your masterpiece of a trifle with five magnificent layers!

FRUIT PARFAIT WITH ALL TIME MIXED FRUIT FAMILY CAKE

Ingredients

12 slices All Time Mixed Fruit Family Cake
1 large mango
1 cup strawberries
1 cup yoghurt
1 cup cream

1 cup granola

Method

Chop the mango and strawberries into little pieces and cut the slices of All time Mixed Fruit Family Cake to attain the same size. Whip the cream and then start layering.

To get the best outcome, do this in transparent cups or glasses. First, add a layer of yoghurt. On top of that, add the diced mangoes, then layer this with diced All Time Mixed Fruit Family Cake.

Now, layer again with strawberries and add in a few spoonful of granola mix.

Finally, whip the cream and scoop that over everything for the final touch. You can add more diced fruits in little amounts at the very top as garnish.

CHOCOLATE MOUSSE CUPS WITH ALL TIME CHOCOLATE FAMILY CAKE

Ingredients

10 slices All Time Chocolate Family Cake
1 cup whipping cream
2 egg whites
1 tbsp sugar
150g dark chocolate slab
50g chocolate chips

Method

Start by making the mousse first — beat the whipping cream until stiff peaks form and set aside. Add sugar to the egg whites and beat them for about 5 – 10 mins as well until soft and fluffy. Keep both of these in the refrigerator until ready to use later. Melt the chocolate along with two tablespoons of cream in the microwave or using a double boiler, and leave 1/3rd of it aside.

Next, slowly combine all three ingredients by gently folding them into one another until you have a soft, homogenous chocolate mixture. Before assembling, crumble the slices of All Time Chocolate Family Cake. Start assembling by adding a layer of cake in between two layers of chocolate mousse and drizzling some of that chocolate sauce over the cake crumbs. Finally, top with chocolate chips.

CAKE POPS WITH ALL TIME FAMILY CAKE

Ingredients

10 slices All Time Premium Slice Cake
10 slices All Time Chocolate Family Cake
100g white chocolate slab
100g dark chocolate slab
1 tbsp coconut oil
1 cup vanilla frosting
Sprinkles for garnish

Method

Crumble the slices of All Time Premium Slice Cake and All Time Chocolate Family Cake individually and set aside.

To each of these, add a sufficient amount of frosting so that they are moist enough to be shaped. Mix the frosting with the crumbs, make them into little balls and leave them in the refrigerator.

Meanwhile, melt the slabs of chocolates individually with a splash of coconut oil and while still liquid, dip the cake pops into this so that they are entirely covered by chocolate. While the chocolate is still molten and sticky, top them with some sprinkles as garnish.

By Fariha Amber
Photo: Collected



#MUSING

BATTLE FOR THE CATTLE

Why I don't go to the cattle market anymore

While some people are contemplating which cattle market — “gorur haat” — to visit this Eid-ul-Azha, lazybones like myself are having the times of our lives browsing the pages of social media in search of our desired sacrificial animal. The scenario would have been completely different even five years ago. So, what brought about this change? Allow me to amuse you with the story of why I, like many others, have hung up our cattle market hat for good!

In our urban lives, few spectacles rival the charm and chaos of a *gorur haat*. Row upon row of mooing cows, spirited sellers, cunning brokers, and frustrated buyers — all looking forward to the season's best deal. But makeshift cattle markets in the city are not for the fainthearted, to say the least.

Hygiene is a big issue as one must walk through filth; dodge being “head butt” by the cows; there is also the risk of getting a regal kick from the cow that might end up with you being in the hospital ER!

And Oh! The mind game. Understandably, the buyers would wish for the “big-fat-good-to-look-at” sacrificial animal within their allotted budget. A farmer/trader would naturally want the best price for their precious cattle. But let me tell you, trying to out-haggle a seasoned cattle trader is like trying to outsmart a fox. Not all of us are experienced buyers, so selecting a sacrificial animal and paying the right price for it is quite a challenge.

If you think buying a cattle is difficult, try bringing it home from the market! Cows, bulls, buffalo — whichever you fancy — are oblivious to city life. And them being sentient creatures, the honking horns, the traffic and our sheer lack of skill in handling them unnerve the cattle and all of this adds to the predicament.

True, you can hire *rakhals* from the market, but they too are



mostly unprofessional shepherds looking forward to making a quick buck! We have all parted ways from our rustic lives many decades ago.

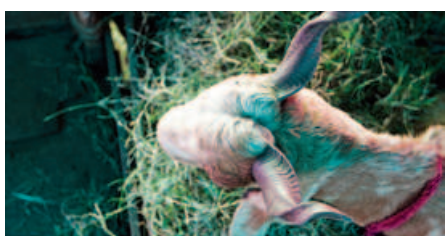
Having said that, there is a human element to the cattle market. The colourful characters that you meet — farmers who will narrate tall tales about their struggles of raising cattle, their encounters with clandestine toll collectors while

transporting animals from far away villages to the cities, and of course, middle-men desperately trying to present themselves as hapless farmers! There is never a dull moment when you are rubbing elbows with the people at a cattle market.

So, how does a person who has such joyful notions of a cattle market ditch it completely? Call it pragmatism and a reality check!

The boon of online purchases became mainstream during the days of COVID-19.





From doing the grocery to buying books by our favourite authors — we were doing it all remotely from the comfort of our homes. The pandemic taught us many things and the idea of a relaxed, peaceful Eid-ul-Azha sans the hassle of slaughtering the animal and processing the meat was just one of them.

The process of buying based on “live weight” is of course dubious. Who can tell, the cow may have had the best meal of his life just before weighing weighed! There is also a chance that your selection may be switched with another animal before the slaughter.

I, however, do not subscribe to such cynical notions. I still have faith in my fellow human beings.

Some shops, deliver the processed meat late on the day of Eid. Others deliver it on the second or even third day of Eid! These are all realities many have complained about. Questions about hygiene have also surfaced but let’s be real folks — our traditional way of slaughtering/processing meat is anything but hygienic in the first place.

The cattle market still holds an old-school charm but I have the conscious choice of opting for convenience over tradition. My decision to forego the chaotic charm of the cattle market in favour of an online order is simply a matter of convenience. For me, it is a pragmatic way of managing the challenges urban life throws at us.

May the spirit of sacrifice spread among all. Eid Mubarak!

By Mannan Mashhur Zarif
Photo: LS Archive/Sazzad Ibne Sayed

Regal biriyani recipes with PRAN Ghee Premium

MUTTON KACHCHI BIRIYANI

Ingredients

For the meat –

2½ kg mutton, 2 tbsp garlic paste, 2 tbsp ginger paste, 2 tsp red chilli powder, 3 tbsp biriyani masala, 1½ tsp salt, 2 tbsp PRAN Ghee Premium, 1½ cup fried onions, 1 cup curd, ¾ cup oil, ¼ cup powdered milk, ½ tsp tailed pepper, 2 long peppers, 1 mace, 7 – 8 green chillies, 2 tbsp kewra water.

For the potatoes —

6 – 7 medium potatoes, 1 tsp cooking oil, 1 tsp salt, Oil for frying.

For the rice —

3 tbsp salt, 1 tsp shahi cumin, 4 bay leaves, 4 cinnamon sticks, 8 cloves, 6 cardamom pods, 8 cups basmati rice, 2 tbsp kewra water, 1 tbsp rose water, ¾ cup milk, 2 tbsp PRAN Ghee Premium, ½ tsp saffron.

Method

Prepare the spice mix for mutton by adding together garlic and ginger paste, chilli powder, biriyani masala, salt, PRAN Ghee Premium, fried onions and curd. Marinate the mutton pieces with this mixture and then add milk powder and oil — let this sit in the refrigerator for 8 hours or overnight.

After that, add the freshly ground spices – pound together tailed pepper, long pepper and mace and add this into the mutton mixture. Spread the meat in a large pot and leave for later.

Meanwhile, toss the potatoes with salt and oil and deep fry them until they are golden and crispy – drain and set aside. For the rice, add salt, cumin, bay leaves, cinnamon sticks, cloves, and cardamom pods to a pot full of water and steep this for about eight minutes. Then, drop the washed and drained rice and cook this for 5 – 6 minutes before draining.



To the mutton mixture, lay out the potatoes and sprinkle over green chillies, fried onions, and kewra water. Add the rice and sprinkle over more kewra water, rose water, saffron, milk, and PRAN Ghee Premium. Cover and cook this on high heat for 10 minutes, then lower the heat and continue cooking for 1 – 1½ hours until it is fully cooked.

HYDERABADI BEEF BIRIYANI

Ingredients

For the meat – 2 kg mutton, 1 tbsp PRAN Ghee Premium, 1 tbsp ginger and garlic paste, 1 tbsp lime juice, ½ tsp turmeric powder, 2 tsp chilli powder, 1 tsp garam masala powder, 1 tsp salt, 4 green chillies,

5 tsp raw papaya paste, ½ cup curd, ½ cup fried onions.

For the rice – 8 cups basmati rice, 1 tsp salt, 1 tbsp oil, 3 tbsp PRAN Ghee Premium, A handful of mint leaves, A handful of coriander leaves, 3 sticks cinnamon, 6 cloves, 6 cardamom pods, 3 bay leaves, ½ cup milk, ½ tsp saffron.

Method

To marinate the meat, combine all the ingredients including the spices, PRAN Ghee Premium, chopped green chillies, papaya paste, curd, fried onions, and lime juice, and let this marinate for at least 8 hours or overnight. For the rice, soak it for 30 minutes, after draining it, add it to

boiling water. Next, add salt and half-cook the rice.

In a large pot, add oil and PRAN Ghee Premium, and the whole spices including cloves, cinnamon sticks, cardamom pods, and bay leaves. Then add the marinated meat to the pan and cook for about five minutes. After that, add the coriander and mint leaves and layer it with the half-cooked rice and saffron milk. Layer this again with herbs and fried onions and close the lid. Let this cook for about an hour on medium heat until it is ready to serve.

By Fariha Amber

Photo: LS Archive/Sazzad Ibne Sayed

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Tantalising Eid-ul-Azha WITH RADHUNI

At the break of dawn, every household in Bangladesh resembles almost the same on the day of Eid-ul-Azha. Some prepare to join the prayers, and some prepare the feasts that will be rolled out throughout the day.

After the prayers, the festive mood breaks out with the comforting hum of a busy kitchen as elders lovingly prepare festive dishes that define the day. The air is filled with the mouth-watering aroma of Bukhari rice, mezbani kalabhuna, and mutton curry — each pot a vessel of rich, spicy history.

Members of all ages in families gather, eyes twinkling with enchantment, around tables adorned with chicken roast and korma, their golden hues promising a feast of memories. Then, the desserts — creamy falooda and custard — are served, and each spoonful is a sweet testament to the joy of togetherness.

These dishes are more than just food: they celebrate family bonds, shared laughter, and stories told. This Eid, let the flavours of the home wrap around you like a warm embrace, making every bite a moment to cherish.

Here are the recipes that will make your Eid colourful and tasty!

BUKHARI RICE

Bukhari rice is a flavourful and aromatic rice dish, popular in Middle Eastern countries and Saudi Arabia in particular. This dish gets its name from the famous city of Bukhara, although the recipe shared below is known to have originated in Afghanistan.

Ingredients

1 kg Chashi Aromatic Chinigura Rice

1 kg chicken
4 tbsp Radhuni Ghee
½ cup sliced onions
5 green chillies
3 carrots, julienned
1 tbsp crushed garlic
2 tbsp tomato paste
2 tbsp Ruchi Tomato ketchup
4 cardamoms
4 cloves
2 sticks of cinnamon
2 dry lemons
4 bay leaves
Salt, to taste

For the masala —

1 tsp whole peppercorns
4 cardamom pods
1 tsp cumin seeds
4 cloves
3 small pieces of cinnamon

For the grill —

1 tbsp Radhuni ghee
3 tbsp raisins
3 tbsp blanched, sliced almonds
1 tbsp fried onions

2 tbsp Radhuni Sunflower oil

Method

Wash and soak the Chashi Aromatic Chinigura Rice in enough water. Wash the chicken and drain water, keep aside. Blend all the masala and make a powder. Heat Radhuni ghee in a pan, add whole garam masala. Add sliced onions and sauté. Then add green chillies and chicken. Fry for 10 minutes. Add tomato paste, Ruchi tomato ketchup, Bukhari masala, dry lemon, salt, and cook for another 10 minutes. The chicken will release water, so you do not need to add any extra water. Cook the chicken until its cooked nice and tender. Remove the chicken on a plate and keep aside.

Add water to the remaining masala in the same pan and bring to a boil. Now, add soaked rice, carrots, green chillies, and salt. Cover and cook for 10 minutes. Switch off the flame and leave it for later use. Heat another pan, and add oil to the grill. Add the cooked chicken, and fry until crisp on all the sides. Remove from heat and keep aside. Fry the sliced almonds and raisins.

In a serving dish, place cooked rice, add grilled chicken, and finally, garnish with fried raisins and almonds.



#COVER STORY



Kala bhuna has a long history. For ages, this dish has held great sentimental value for the residents of Chattogram. It's a means to commemorate or mourn any significant occasion with loved ones, friends, and visitors.

BEEF KALA BHUNA

Kala bhuna has a long history. For ages, this dish has held great sentimental value for the residents of Chattogram. It's a means to commemorate or mourn any significant occasion with loved ones, friends, and visitors.

INGREDIENTS

- 1 Kg of medium-sized pieces, bone in
- 4 onions thinly sliced
- 3-4 green chillies
- 4 cloves of garlic thinly sliced
- 1½ tbsp of ginger paste

garlic paste, Radhuni cumin, coriander, and red chilli powders. Once everything is combined, break up the spices with your fingers and add the bay leaves, cloves, mace, cinnamon stick, green and black cardamom, nutmeg powder, two dried red chillies, star anise, and four tablespoons of Radhuni Pure Mustard oil.

Marinate the meat for about an hour. In an iron pan, add the marinated meat and turn on the flame. Cover and cook the meat on medium flame. In about 10-15



- 2 tbsp of garlic paste
- 250 ml Radhuni Pure Mustard Oil
- 1½ tbsp Radhuni Cumin powder
- 1 tbsp Radhuni Coriander powder
- ½ tbsp Radhuni Red chili powder
- 1½ tsp powdered Radhuni Kala Bhuna Masala
- 1½ tsp powdered Radhuni Garam Masala
- ¼ tsp nutmeg powder
- 3-4 bay leaves
- 2" cinnamon stick, broken into pieces
- 5-6 black cardamoms
- 5-6 cloves
- 1 strand of mace
- 1 star anise
- 4 dry red chillies
- 200g yoghurt
- Salt, as needed

METHOD

Take the meat in a bowl. Mix everything with your hands after adding half of the chopped onions, green chillies, ginger and

minutes, the meat begins to release water. Continue cooking the meat for about 45 minutes with frequent stirring. Beat the yoghurt and add it to the pan. Mix everything properly and continue cooking the meat for another 20 minutes.

Add the Radhuni Garam Masala powder and Radhuni Kala Bhuna powder to the pan and continue cooking. In a pan, take the remaining oil and heat it. Once the oil is hot, add 2 whole red chillies, thinly sliced garlic cloves, and the remaining onion slices. As the onions start caramelising, pour the mixture into the pan.

This is an important step and should be noticed. Once done, continue cooking the meat for another 45 minutes or until the meat is cooked thoroughly. Eventually, during this entire "bhuna" process, the meat will turn black. Turn off the flame and serve with polao.



This is an original, flavourful, cosy, and simple mutton curry recipe that has been around for a long time. It is about to be shared with you with a splash of personal touch — flavourful mutton slow-cooked in a coconut sauce, enhanced with fragrant Bangladeshi curry powder.

MUTTON CURRY

This is an original, flavourful, cosy, and simple mutton curry recipe that has been around for a long time. It is about to be shared with you with a splash of personal touch — flavourful mutton slow-cooked in a coconut sauce, enhanced with fragrant Bangladeshi curry powder.

INGREDIENTS

- 1 kg mutton, cut into pieces
- 400 ml coconut milk
- 2 large onions, finely chopped
- 2 large tomatoes, chopped

- 1-2 tsp of Radhuni Red chilli powder (adjust to taste)
- 1 tsp Radhuni Meat Curry Masala
- 1/2 tsp black pepper powder
- Whole spices —
- 2 bay leaves
- 1-inch piece of cinnamon stick
- 3-4 cardamom pods
- 4-5 cloves



Lemon juice: 1 tbsp (for a tangy touch)

METHOD

Depending on whether the mutton has bones or not, chop it into pieces of the proper size. Put the pieces in a big basin after chopping the ginger and garlic finely or using a ginger-garlic paste. Add this to the mutton along with Radhuni



- 4-5 cloves of garlic, minced
- 1-inch piece of ginger, grated
- 2-3 green chillies slit (optional)
- A handful of curry leaves
- Lemongrass
- 2 tbsp Radhuni Coriander powder
- 1 tsp Radhuni Cumin powder
- 1 tsp Radhuni Turmeric powder



- 3-4 tbsp Radhuni Sunflower oil or coconut oil
- Salt to taste
- Fresh coriander leaves for garnish
- Water as needed
- Optional ingredients —
- Potatoes: 2 medium, cubed (optional)
- Freshly grated coconut: 2 tbsp (for extra coconut flavour)

turmeric, red chilli powder, curry powder, and salt. Mix everything well until the meat is fully covered. Let the mutton marinade in the fridge for at least half an hour and a maximum of 24 hours.

Finely chop the onions and sauté them in a big saucepan with one or two teaspoons of Radhuni Sunflower oil or coconut oil over medium heat until they soften. With caution, do not let the spices burn. Add the curry spices, lemongrass, curry leaves — sauté for 30 to 60 seconds or until aromatic.

After that, add the marinated mutton to the saucepan and stir to combine it with the spices thoroughly. After cooking the meat for a few minutes to ensure it is completely covered, cover the pot and simmer it for around ten minutes over medium-low heat. Then, pour one to two cups of water, cover, and allow the meat to simmer until it becomes soft.

Uncover the saucepan when the meat is tender and continue cooking to enable the liquid to evaporate and the flavours to concentrate, raising the heat to medium or medium-high as needed.

If you want your gravy thinner, add additional liquid; if you want it thicker, simmer it longer. To prevent the coconut milk from overwhelming the curry, add it last and boil it for a few minutes until the flavours combine. It's time to serve the mutton curry.

FRUIT CUSTARD

This combines the rich taste of custard with the vivid, fresh taste of a variety of fruits to create a delightfully creamy treat. Ideal for joyous occasions such as Eid, this dish lends a cosy quality to any family get-together. Fruit custard will make your Eid festivities happier and more communal, whether served as a refreshing snack or after a celebratory feast.



FALOODA

Falooda is a delectable and refreshing dessert that perfectly combines the richness of milk with the delightful textures of jelly, fruits, and ice cream. This layered delicacy, native to the Indian subcontinent, is popular during celebratory events and represents happiness, festivity, and the comforts of home.

The classic recipe gets a new touch from the Radhuni Falooda Mix, enhanced with tapioca pearls, noodles, raisins, and basil seeds. It becomes an appealing delicacy for family get-togethers.

INGREDIENTS

Jelly powder
Radhuni Falooda Mix (this includes tapioca pearls, noodles, raisins, and basil seeds)

Additional ingredients required –

One cup water
1 litre milk
1 apple
10 strawberries
1 cup grapes, 2 kiwis
Scoops of ice cream

METHOD

Preparing the jelly is the first stage with the help of Radhuni Falooda Mix.



INGREDIENTS

2½ tbsp Radhuni Custard Powder
¼ cup water
500ml milk
4 tbsp sugar
1 apple
1 cup grapes
½ cup pomegranate arils
1 cup diced strawberries
2 tbsp sliced almonds
2 tbsp pistachios
2 tbsp raisins

METHOD

Mix water and Radhuni Custard Powder until the mixture is lump-free and smooth. Pour the milk and sugar into a saucepan, set over medium heat, and

bring to a boil. Now, lower the heat and whisk constantly to incorporate the custard powder mixture smoothly. Stir until all the ingredients are properly incorporated and the custard thickens. It will continue to get thicker as it cools, so remove it from the fire and let it cool.

After the custard cools to room temperature, stir in the chopped apple, raisins, sliced almonds, diced strawberries, grapes, and pomegranate seeds. Gently stir everything together to ensure that the fruits and nuts are distributed evenly. Add chopped nuts and raisins to the top as a garnish before serving. Enjoy your delectable fruit custard cold!

Whisk well after dissolving the jelly powder in a cup of water. For 4 to 5 minutes, while stirring constantly, bring this mixture to a boil over medium heat. Once the hot jelly mixture has cooled to room temperature, transfer it to a small dish and chill until it solidifies.

In the meantime, cut the grapes in half and chop the apples, strawberries, and kiwis into cubes. In a big pot, bring the milk to a boil. Add the whole Radhuni Falooda Mix and stir thoroughly. Over medium-high heat,

let the mixture come to a boil while whisking continually. Remove it from the heat source as soon as it boils and let it cool.

Dice the set jelly into tiny cubes and add them, along with the chopped fruits, to the chilled falooda mixture. To present, arrange the fruit combination and falooda in serving glasses, beginning with a few jelly cubes at the bottom. Scoop some ice cream on top, then savour this deliciously cool treat.



By K Tanzeel Zaman

#REVIEW

BEEF BEYOND BORDERS

Dhaka's obsession with red meat

It really does not matter whether you are from Dhaka, Noakhali, Barishal, or even New York. As long as you have experienced the delights of Eid-ul-Azha or Qurbani Eid, your love for red meat is on the level of obsession. Rest assured, the love, so to speak, has spread globally since the ancient times of hunters and gatherers. Our love of red meat in Bangladesh is more than simply food; it celebrates tradition, community, and culinary creativity.

Dishes such as beef kala bhuna, sheek kebabs, or beef chui jhal are more than simply food made from red meat; they are testaments of our affinity for robust flavours and age-old traditions. And it's not only confined within our borders. Red-dyed meat passion prevails in palates worldwide, from the hearty beef stews in Europe to the smokey barbecue steaks in Texas.

Global citizens share in this fervour — for comfort, festivity, or the simple joy of gathering around a table. As we investigate the stories and flavours treasured so much within red meat, we will hear from aficionados who find magic in every bite, connecting us all through our shared culinary passions.

As a housewife, I wasn't always good in the kitchen, but my husband's obsession with red meat pushed me to get better. I mean, the man lives for mezbani beef and beef chui jhal! Over time, I went from making unintentional kala bhunas, I burnt them to crisp, to perfecting my skills and making my famous nehari every Qurbani Eid. Now, I can whip up a feast that makes the whole family drool. Who knew a little obsession could be infectious? It turned me into a red-meat veteran!

— Shefali Afroze, Homemaker.

I can't even remember when I fell in love with red meat—it was just always meant to be. It started with my mum's amazing dishes, and then, as I went to university and travelled outside of Dhaka, I discovered a whole new world of red meat magic.

This obsession has even helped me make new friends. Now, we take trips just to hunt down and explore the best red meat dishes across the country. From the spiciest kebabs to the juiciest steaks, it's been quite a unique adventure.

— Sahel Reza, a fourth-year university student.

At 58, my doctors told me to cut down on red meat, but I did the next best thing—I negotiated! I asked what I had to do to enjoy my favourite meals, and the doctor struck a deal: a strict diet and two hours of daily exercise for a controlled portion of red meat twice a month. Never thought I'd go to such lengths just for some mezbani beef!

Now, I'm in the best shape of my life. Funny how my love for red meat turned into the best fitness plan ever.

— Moniruzzaman, A banker and a grandfather of two.

As a middle-aged Aussie bouncing back and forth to Bangladesh for

business, I never thought I'd get hooked on the local cuisine. The language barrier was a pain at first, but once I made some friends, the world of Bangladeshi food opened up.

I've always loved a good medium-rare steak, but the game changed when I tried achari beef made by my mate's mum in Chittagong. My taste buds have never been the same since!

I've even packed frozen Achari Beef to take back home for my friends and family—they're also obsessed. I can't live without Bangladeshi beef cuisine. I even time my trips to be here for 'dawats' during Qurbani Eid. Don't judge me!

— Taylor Johnson An Australian expat living in Dhaka.

I have always been deeply and madly in love with anything that has to do with beef, especially the dishes my mum makes. I eat enough for three people because I just can't get enough and can't

stop myself.

My friends nag me about potential health issues, but I don't care. But in my defense, when I do not eat red meat, I adjust to whatever is served to me. Growing up, our household always prioritised beef, and I loved every bite. It's not a guilty pleasure because, honestly, I feel no guilt at all!

— Rakibul Alam, Director of an MNC.

In Dhaka, the love for red meat transcends generations, professions, and backgrounds, uniting people in their shared culinary passion. From homemakers mastering traditional dishes to students exploring new flavours and from expatriates discovering local delights to health-conscious seniors negotiating indulgences, red meat is more than just food—it's a cultural cornerstone.

Whether it's the smoky allure of achari beef or the comforting familiarity of home-cooked favourites, this universal obsession brings people together, celebrating the rich tradition of Bangladesh's red meat cuisine.

By K Tanzeel Zaman

Photo: LS Archive/ Sazzad Ibne Sayed



Grameenphone launches latest episode of Lumière featuring Rezwana Choudhury Bannya

Grameenphone has unveiled the newest episode in its Lumière series, this time shining a spotlight on Rezwana Choudhury Bannya, an icon in the world of music. Known for her profound influence on the Bangladeshi music scene, Bannya's episode offers viewers an intimate look into her life, philosophy, and the artistic journey that has defined her career.

Rezwana Choudhury Bannya, a name that resonates with music aficionados, is celebrated for her dedication to preserving and promoting Rabindra Sangeet. In her featured episode, Lumière takes the audience on a journey through Bannya's life, exploring her deep connection to music, her experiences at Shantiniketan, and the philosophy that guides her work.

This episode is not just a recounting of her accomplishments but a heartfelt narrative of her devotion to music as a way of life.

The series, Lumière, is a Grameenphone initiative designed to highlight individuals who have made significant contributions to Bangladeshi society. It aims to narrate the stories of these impactful figures, focusing on their personal and professional journeys, the challenges they have overcome, and their personal anecdotes.

The goal is to inspire the youth and offer an in-depth look at personalities who have shaped the cultural and social fabric of the country.

Now in its second season, following a successful conclusion of the first, Lumière aims to continue its tradition of highlighting influential figures while underscoring Grameenphone's commitment to inspiring

the youth of Bangladesh.

The show's format, where the congenial host candidly engages with guests, allows for deeper storytelling and the revelation of lesser-known facets of these remarkable individuals.

This latest episode, hosted by Nabila Khalid, continues the series' commitment to showcasing intimate and revealing conversations.



Bannya delves into her personal life, sharing stories from her childhood, her time at Shantiniketan, and the mentors who shaped her musical path.

Viewers are invited to connect with Bannya on a personal level, understanding her motivations, her inspirations, and the philosophy that underpins her work. Through her narrative, viewers explore the depth of her passion for music, her relationships, and her enduring influence on the cultural landscape of Bangladesh.



#MUSING

Echoes of Qurbani Eid: Cherished Memories from a Simpler Time

Imagine yourself in the mid-2000s, in your room at your parents' house, where you grew up until your late teens. Time still moves slowly, and a month seems as long as it should be without the pressure of living from paycheck to paycheck. Being a '90s kid, you did what all the other kids in the neighbourhood were doing: spending your winter vacation. The festivities of Qurbani Eid used to float in the chilly air, and your neighbourhood friends or cousins would call you from the streets in front of your house to go on a stroll from house to house only to check out what kind of cattle they had bought for the big day.

Walking didn't seem bad; your body felt like it could keep walking for miles. Passing through the noisy streets, fragrant with



the smell of freshly fried shingaras and samosas, you see people walking down the street with their cattle. In such instances, the unspoken tradition of asking for the cattle price was carried out innately. And the happiness of it all made it all the more magical while being amongst friends and family.

Anticipation would build up weeks before Eid. The air was filled with excitement as Eid neared since you and your friends would end up visiting multiple cattle markets throughout the city. It ultimately turned out to be an adventure,

from the view of the majestic looking cow and goats, row after row, each better than the last, to the vendors arguing about the prices and then getting thrilled to get the best cattle at the best price. It was a bonding experience with your loved ones through purchasing and selecting the 'animal of the year'.

When button mobile phones were at their peak, technology was less advanced than today. You had to capture moments with a Kodak camera or a Handycam, making experiences vivid and personal. You lived in the moment, bonding with

family rather than being distracted by notifications. Eid mornings began with the warmth of family, elders cooking aromatic feasts, and excited chatter from siblings and cousins.

Then came the time for the Eid prayer while donning new clothes, symbolising purity. The real festivity began with the collective sacrifice of cattle, sharing the meat with family, friends, and the less fortunate, embodying Eid's true spirit. Afternoons were for visiting friends and family, exchanging Eid greetings, eating sweets, and creating unforgettable memories.

Today, surrounded by modern technology, those simpler days often come to mind. You realise the value of those moments, free from smartphones and social media, allowing for genuine bonding. Those Eids are etched in your heart—a time when life was simpler with no regard for the day after. Now that you look back, you might give everything you own just to relive those moments, be healthy and carefree, and feel raw happiness and excitement again. Eid-ul-Azha for the '90s kids wasn't just a festival; it was an experience that shaped our childhood and taught us the importance of family, community, and giving. Here's to the Eids of yore, forever in our hearts.

By K Tanzeel Zaman
Photo: Collected



A dive into LUBNAN & Richman's Eid-Summer Collection 2024



When the temperature peaks, finding ways to remain cool without sacrificing style is more important than ever. Richman and LUBNAN have prepared their men's summer and Eid collections to assist you in following the newest trends of the season!

Lubnan Trade Consortium Ltd.'s **LUBNAN** and **Richman** lines give men's apparel a new twist. With its assortment of men's fashion accessories and ethnic designs, LUBNAN is a prominent ethnic lifestyle brand known for showcasing the spirit of fusion. Richman is a mainstay in menswear — fashionably ahead in formal wear and casual attires. And, both brands are going all out for Eid 2024 collections with their amazing menswear.

In anticipation of the upcoming Eid-ul-Azha, LUBNAN, which features ethnic wear like panjabis, kurtas, sherwanis, and more, is releasing several new designs. The majority of these items are crafted employing a variety of exclusive, high-end and luxury fabrics.

In addition, their panjabi lines have a wide variety of patterns created by skilled artisans using handiwork like karchupi,

zardosi, embroidery, and more. When a customer chooses to wear a panjabi from LUBNAN, they can achieve an air of refinement and style.

In terms of colour, they concentrated on patterns associated with festive times that Eid-ul-Azha brings. They also offer panjabis in lighter colours to guarantee that their clients are comfortable in this heat.

Moreover, their panjabi design is appropriate for everyday use, semi-formal occasions, wedding attire and casual wear, and there are two different fittings: regular fit and slim fit.

During this Eid, you may also purchase their lavishly adorned panjabis, which may contain a koti and pyjama. Additionally, they may be assembled into their much-anticipated three-piece set and sherwani-cut panjabi simultaneously.

Richman, on the other hand, is the place to go if you are considering moving away from panjabis and into something a little different this Eid. They have a unique summer Eid collection that includes drop shoulder tee and polo shirts, Cuban shirts, band collar shirts, full and short sleeve shirts made of cotton fabric, and Hawaiian

shirts made of viscose in different patterns like slim fit, ultra slim fit and regular fit.

There are numbers of varieties in design and style like printed, check, stripe, and dobby. Their products are designed to be both comfortable and fashionable, and the individual who wears them will have the sensation of being a star.

Richman and LUBNAN have been recognized for celebrating the essence of classic, cool style, featuring preppy with a twist design, having a massive geographical presence in Bangladesh with 84 outlets in 56 districts with a great atmosphere of world-class fashion outlets. The prices are also very reasonable for products and their service ensures an impressive shopping experience.

Moreover, LUBNAN and Richman, are offering online shopping across the country. Customers can enjoy the convenience of shopping from home and having their orders delivered to their doorstep. Both brands are providing free shipping on orders of Tk 2000 or more.

So, what are you waiting for? Indulge in the finest summer collection in town this Eid by exploring Richman and LUBNAN.

Lubnan: www.lubnanbd.com
Richman: www.richmanbd.com
By Samayla Mahjabin Koishy
Photo: Courtesy



CHOOSE DESHI, BE DESHI

Fashion for a cause

As the time of Eid-ul-Azha comes to a close, we eagerly anticipate the joyous occasions of sacrifice and communal gathering. That said, Eid holds a special significance in our hearts, not just as a religious celebration but also as a time for cultural expression and sartorial splendour. This Eid, let's celebrate Bangladesh's rich heritage by choosing deshi fabrics and supporting local designers.

Celebrating tradition with deshi fabrics

Our country is renowned for its exquisite textiles, woven with centuries of tradition and craftsmanship. Fabrics like Jamdani, khadi, muslin and cotton have adorned our ancestors for generations, embodying our cultural identity and artistic prowess. This Eid, why not revisit these timeless treasures and indulge in the luxury of desi fabrics?

Muslin is famed for its unparalleled softness and delicacy. Its sheer texture and breathable quality make it the perfect choice for the sweltering Eid days. Pair a pristine white muslin or earthy-toned muted kurta with intricately embroidered pyjamas for an effortlessly elegant look that exudes sophistication.

Jamdani, another jewel in the country's



textile crown, is celebrated for its intricate patterns and luxurious feel. Whether it's a traditional saree or a two-piece jamdani set, a touch of jamdani lends an air of elegance to any outfit. This Eid, adorn yourself in the timeless allure of Jamdani and support our Jamdani weavers.

Khadi, with its



rustic charm and eco-friendly appeal, is experiencing a revival in the fashion world. This handwoven fabric not only embodies sustainability but also reflects our commitment to preserving traditional crafts. Choose a khadi ensemble this Eid and make a style statement that's both chic and conscientious.

Empowering deshi designers

Behind every exquisite garment lies the vision and talent of a designer. Luckily, we are blessed with a wealth of



creative minds who are redefining fashion with their innovative designs and commitment to sustainability.

Many celebrated Bangladeshi designers are making waves not only in the local fashion industry with their unique aesthetic and ethical practices but also on the global stage. By choosing to wear their creations, we not only celebrate our cultural heritage but also contribute to the growth of our local fashion ecosystem.

As we prepare to celebrate the upcoming Eid-ul-Azha, let's embrace the essence of our Bangladeshi identity by choosing local fabrics and supporting local designers. This Eid, let's make a conscious choice to honour our traditions and empower our local artisans.

By Ayman Anika

Photo: Shahrear Kabir Heemel

Model: Tuba

Styling: Sonia Yeasmin Isha

Wardrobe: Aarong

Makeup: Piash

Location: Le Meridian Dhaka

#TRAVEL

LAND OF THE THUNDER DRAGON

Check out 6 must-visit sites in Bhutan

Learn all about Bhutan's revised policy for Bangladeshi Tourists and why you should make the most out of it.

Bhutan has revised its tourism policy for Bangladeshi tourists by substantially reducing the Sustainable Development Fees (SDF) to USD 15 per day. This is a reflection of the country's strengthening relationship with Bangladesh and has been done to enhance cultural, social and tourism exchanges.

Under the new fees, around 15,000 Bangladeshi tourists will get to visit Bhutan annually. This essentially means that Bhutan is one of the most attractive and affordable destinations for us to explore!

Given its unique culture and immense natural beauty coupled with the new policy which significantly reduces prices, the time for you to explore Bhutan is now!

WHY VISIT BHUTAN

Bhutan's beauty is unparalleled. It is filled with unique architecture, lush forests, and towering mountains that have been religiously preserved and conserved to ensure that they remain unspoiled.

It primarily offers tourists an avenue to escape the hustle and bustle of city life and immerse themselves in the serenity and tranquillity of its natural beauty. It can also be a wonderland for those with an adventurous heart. From trekking, archery, kayaking and cycling, thrill seekers will be spoiled for choices!

There is also the proposition of cleansing your mind and giving yourself a much-needed reset with meditation retreats and hot stone baths. It also has a pretty bustling nightlife for those who are simply looking to get their party on. In short, it has something for everyone.

6 MUST-VISIT SITES

Now that we are acquainted with why you

should visit Bhutan, let's check out some of the must-see places while in the country.

Paro Taktsang (Tiger's Nest Monastery)

This iconic monastery is located on the edge of a cliff offering views that you simply cannot get anywhere else. It symbolises Bhutan's heritage and is one of its most sacred sites and is also an aesthetical marvel so your eyes will have a field day both inside and outside the monastery.

The journey to the monastery also involves a very challenging yet delightful hike.

Paro in general is also the adventure hub of Bhutan and has a few other tantalising trekking spots. It also offers activities such as archery, which is Bhutan's national sport, white-water rafting/kayaking and also has several excellent routes for cycling enthusiasts.

Punakha Dzong

Known as the "Palace of Great Happiness," Punakha Dzong is a majestic fortress situated at the confluence of the Pho Chhu and Mo Chhu rivers. It is the second oldest and second-largest dzong in Bhutan. It also hosts the coronation of Bhutan's kings and the annual Punakha Tshechu festival.

One of the distinct features of this palace is the blooming jacaranda trees in spring, which makes the entire surrounding look like it came out of a fairy tale. It also features intricate woodwork and murals. Given its historical significance, stunning architecture and relaxing nature, visiting it is a must.



Thimphu

As the capital and largest city of Bhutan, Thimphu is the country's cultural and political heart. It merges Bhutan's cultural heritage and tradition with modernity, offering a range of activities and attractions.

Thimphu also has the most vibrant nightlife in Bhutan with a plethora of cafes, restaurants and clubs.

Spots like Mojo Park, Space 34 and Vivacity are extremely popular among tourists to enjoy live music and dancing. Places like Ambient Cafe and The Zone will take you on a gastronomic journey of a lifetime. It also hosts frequent traditional dance and musical performances and is also home to several cultural sites.

Phobjikha Valley

One for nature lovers and bird watchers among us, this glacial valley is renowned for its scenic beauty and is also home to the endangered black-necked crane. The valley offers a unique insight into Bhutan's deep connection with nature and its commitment to preserving it while also giving you the opportunity to explore traditional Bhutanese villages.

It is also home to the Gangtey Monastery, offering panoramic views and a spiritual atmosphere.

Bumthang Valley

Considered to be the spiritual heartland of Bhutan, Bumthang Valley is home to several ancient temples and monasteries. It comprises four picturesque valleys: Chokhor, Tang, Ura, and Chhume.

Home to holy sites such as the Jambay Lhakhang and Kurje Lhakhang, it takes you to the heart of Bhutan's beliefs. It also allows you to experience Bhutan at its core with traditional villages and apple orchards. The valley is also home to several vibrant festivals across the year making it a cultural hubspot.

Dochula Pass

Located at an altitude of 3,100 metres (10,200 feet), the pass offers panoramic views of the Himalayan mountain range. It is adorned with 108 chortens (stupas), known as the Druk Wangyal Chortens, built to honour Bhutanese soldiers who died in a 2003 military operation.

The Dochula Pass is also home to the Druk Wangyal Lhakhang, a temple that commemorates the stability and prosperity brought by the monarchy. It is a site which uniquely blends nature with history and culture.

By **Irfan Aziz**
Photo: **Collected**

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বিউটিনা

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KOHINOOR CHEMICAL

REVAMP YOUR LIVING ROOM

Eid-ul-Azha edition

The festivities of Eid come with feasts, joy, and most importantly friends and family. A common scenario during the festive season is that we pull up random chairs for the guests, but how about we upgrade our seating arrangements for a change?



If you have a long room, the best option is to get an L-shaped sofa with an integrated footstool. The footstool can be separated to make more room and the sofa itself is huge.

If you have a modular sofa, choose a mix of components, say different-coloured sections, all in the same muted tones and pattern, providing interest without having to introduce any separate armchairs, which could make the space feel too preoccupied.

Getting a coffee table on castors can be rolled out of the way to change the look of the room, and because it's modular, the sofa can also be reconfigured in lots of different ways. Think of your living room as one big Lego playset and just have fun switching the looks.

If you have a small living room, using one pale colour is a tried-and-tested space manipulator. Add everything white or neutral, so your one extra-large sofa appears to blend into the wall. Coupled with the comfy coffee-table-cum-pouffe, your compact room would comfortably seat seven people.

If a modular sofa is not your preferred aesthetic, a carefully curated selection of chairs is a more old-school way to go. You can choose a backless daybed joined by two similar but not matching wooden-framed armchairs, with cushions and blankets in copious supply for creating a lounging area on the rug. This seating arrangement gives your living room that extra homely factor.

Rooms need more earthy tones to keep the atmosphere calm, and airy feel, further enhanced by the open-framed designs of the armchairs.

If you enjoy being in simpler living rooms, you can opt for a clean and ordered setting. You can re-use the same idea of coordinating furniture but giving it a more



guests, but neatly stacked away when not in use.

It is understandable, that every Eid there are a lot of additional costs to think

of along with the absolute necessities. Do not worry about breaking the bank to get your desired living room. You can choose EMI (Equated Monthly Installment) to settle your payment. This way you can get nicer furniture without paying a hefty amount at once.

Your home is a reflection of who you are, make sure to make it look welcoming and jolly. This Eid spend time with your loved ones in a more homely and pleasant setting.

By Tasnim Kabir
 Photo: Courtesy

traditional look. Pick a straight-lined sofa is teamed with a long upholstered footstool and a pair of matching slimline armchairs.

Neutral shades are your cheat code to help a space feel bigger and less disarranged, but if colours are your vibe, pick a favourite and run with it. Find a bold red sofa complemented by two matching red-and-white herringbone footstools for additional seating, and a bright, cherry-red lampshade to complete the look. If not red, go for any other loud colour.

A nest of tables is the ideal support to multiple seating options, as they can be placed around the room when you have

Yearlong EMI Facilities

HATIL