

THE CREAMY SHORTCUT TO A BETTER IFTAR

Fresh Instant Full Cream Milk Powder & the Malai Roll Fix

Ramadan has a funny way of making the kitchen feel like the real living room. Everyone's a little hungrier, a little softer, and suddenly, the iftar table turns into a reunion of people, and of dishes we only remember to make in this month. The usual suspects show up: jilapi still warm enough to burn your fingers, a bowl of chola that tastes better than it has any right to, maybe a fruit chaat trying to convince you it counts as balance.



And then there's milk. Not as a glass you force down, but as an ingredient that quietly upgrades everything; shemai that feels silkier, custard that holds its shape, a cup of tea that tastes like it has been taken seriously.

That's where Fresh Instant Full Cream Milk Powder fits in. It shows up as that one pantry staple that makes the *same* recipe taste a little more complete; richer, rounder, with that creamy finish that makes people pause mid-bite and go, "Okay, this one's good." The brand leans on its 28 per cent milk fat as the main reason behind that

fuller taste and texture.

During Ramadan, versatility matters more than fancy. You're cooking around time, traffic, and the fact that you're tired. A milk powder that dissolves easily and holds its richness across different dishes becomes practical, not performative. One day it's in tea right before Maghrib. The next, it's stirred into a quick firni, added to a banana smoothie for the kids, or folded into a simple dessert when guests show up unannounced, because in Bangladesh, they always do.

A quick iftar dessert idea: Malai Roll

This is the kind of sweet that looks like you worked hard, but you didn't. Soft, milky, lightly fragrant, perfect after a heavy iftar when you still want "something sweet" without committing to a full-on sugar avalanche.

Ingredients

- 4 cups Fresh IFCMP (milk powder)
- 3 tsp ghee
- ½ cup icing sugar (powdered sugar)
- ½ tsp cardamom powder
- 2 tbsp red tutti frutti
- 2 tbsp green tutti frutti

Method

Heat 2 teaspoon ghee in a non-stick pan on medium heat. Add milk and mix it through the ghee. Add Fresh IFCMP and keep stirring until it turns into a smooth, thick mixture. Add icing sugar and stir until it melts in and the mixture starts to pull together. Keep stirring patiently until it thickens and begins to hold shape. Add tutti frutti and cardamom powder. Add the remaining 1 teaspoon ghee so it doesn't stick and becomes easier to handle. Spread the mixture onto butter paper, then gently roll into a cylinder while it's still warm. Let it set for about 30 minutes, then slice and serve. (Fridge-cold is best.)

If you want to make it feel more "Ramadan," finish with a pinch of crushed pistachio or almond on top, nothing dramatic, just enough to make it look like you planned it.

The nicest part about using a full cream milk powder in desserts like this is the mouthfeel: the sweetness doesn't feel sharp; it feels rounded, almost calm. And in a month, that already asks a lot from the body, having something that tastes indulgent without being chaotic is honestly, a relief.

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