

THE GOOD

by
Good
Juicery

VOL 1 ✧ THE WINTER ISSUE



featuring:

STREET STYLE

THE BEST OUTDOOR CAFES

HYGGE-STYLE:
AN INDIAN WINTER PICNIC

Serving Suggestion:

Spiced Sparkling Apple Juice, now with
NO Added Sugar & 80% Fruit Juice

ED'S NOTE

AH WINTER, FOUR MONTHS OF BEARABLE WEATHER, ALSO KNOWN AS THREE WEEKS IN BOMBAY (BAY FOLKS, WE SEND OUR REGARDS)!

Wherever you might be, entertaining is synonymous with winter. It's when the parties are thrown, gifts are exchanged, and waistlines get jollier.

Our motto this winter is to keep it simple.

Call us laidback but we're hosting picnics that don't require us to leave home and pairing nibbles with spiced sparkling apple juice. We've got a fabulous winter style showcase courtesy NETE.IN, and chat to a snowboarder about riding in Kashmir. We list cafes where you can make the best of the good weather.

And in the spirit of (gift) giving, we throw a spotlight on some of our favourite local startups and slow, conscious labels.

With this, the launch of Juice Press, we present the first issue of The Good, our sixteen page ode to winter. We hope you'll find something within these pages to love.



Team Good Juicery



Good is Different

At Good Juicery, we believe in savouring those special moments that are a little out of the ordinary. That make life worth living. Like eating an ice-cream in the rain with your bestie. Reading an interesting piece of news...ahem, like this Zine, while waiting for a friend at your favourite café. Or riding a penny-farthing without a care in the world.

Our range of sparkling fruit juices have been carefully crafted keeping these moments in mind. They are **all-goodness**, made from just a handful of ingredients and **no preservatives**. But with a little twist. Unusual and **delicious** fruit juice combinations, exotic fruits mingling with local favourites, adding a **little sparkle** to keep things fun.

PS - We plant 1 tree for every 1000 cans sold.



Enjoying this Zine? Click a pic, tag us and you could win a month's supply of GOOD juices.

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THESE ARE JUST SOME OF THE THINGS WE'RE **LOVING** THIS SEASON:

PAPER PLANES, a subscription-based service that puts an independent magazine title from around the world at your doorstep every month.

THE BURLAP PEOPLE, sustainable, handcrafted burlap bags made in the bylanes of suburban Calcutta.

LE CASSE CROUTE, a French-run food truck serving homemade croques and other French favourites to the streets of Bangalore.

CORD, progressively nostalgic bags, backpacks and accessories committed to traditional Indian craftsmanship while being functional and chic.

MORTAR & PESTLE, a Pune-based pop-up, communal dining experience that brings together independent, home-grown food and brew.

BLUEPRINT, distinctive and artistically bold fashion that travels the world and tells its story about the strong and sophisticated individual.

KINDLY COOK, bringing together a community of like-minded people with a passion for food and a penchant for engaging conversations through planned culinary events.

BOMBAY PERFUMERY, unusual and beautiful perfumes with fragrances inspired by everyday experiences.



This page:
Handloom Dress
The Plavate



Curated by NETE.IN
An address where shoppers
have everything filtered
and that puts together an
esoteric collection of clothing
and accessories that are
lateral and unique.

STREET STYLE



VISUAL



This page (clockwise from top left corner): Backpack - Cord; City Backpack - Perse; Cutout Box Dress - Blueprint; Elastic Dress - Doodlage; Bell Sleeves Dress - Olio; Dress - Mae Rajesh



THE GOOD GUIDE

OUTSIDE

Image: OneOEight, Pune

BONUS

Good Juicery's Sparkling Juices are on all the menus.

WINTER IS HERE AND WHILE FOLKS IN MANY PARTS OF THE WORLD ARE HUDDLING INDOORS TO EVADE FROSTBITE...

... we're pulling out the pashminas to finally sit on the patios of any cafe or restaurant that has one. **Here are some of our favourites...**

GREEN THEORY / BANGALORE

With plenty of outdoor seating to best enjoy Bangalore's year-round good weather, Green Theory is cute, relaxed and serves tasty organic fare in a bohemian-style colonial bungalow. Our favourite reason to come here: you can bring your dog.

#15, Convent Road, Richmond Town.

Phone: 088614 35956

ONEOEIGHT / PUNE

Nestled on a leafy lane in one of Pune's most popular localities, OneOEight is a cozy little café serving wholesome, delicious vegetarian food. Its charming little outdoor quad, is where you can watch the world go by (or at least the Koregaon Park world) over a croque madame and a good brew.

Precious Gem Apartment, Lane Number 6, Meera Nagar, Koregaon Park.

Phone: 090118 04770

CAARA CAFE / DELHI

They source from their own farms, brew their very own blend of coffee and support local artisans so there's little not to love about Caara Cafe at the British Council. We like it even more for the hip details, the sunny courtyard, and the ever-changing art exhibits.

17, Kasturba Gandhi Marg, British Council, Connaught Place

Phone: 098102 04427

KABOOM/ MUMBAI

Technically it's not outside but with its corrugated container counter and informal stool seating, it's easy to play pretend. Designed to mimic a food truck with sidewalk-style flooring, this climate controlled "outdoor" cafe offers affordable and tasty lunchtime treats. **3, SS Ram Gulam Marg, Ballard Estate, Fort. Phone: 022 2261 4489 Unit no. 13, B Wing, Trade World, Gate no. 2, Kamala Mills Compound, Lower Parel. Phone: 022 33956217**

AMETHYST, CHENNAI

Whether you choose the enclosed hall, the sweeping verandahs, or be hidden away in the lush gardens, this café is as much about the food as it is about the setting. Ask for the daily special, sit back and take in the worlds within Amethyst.

Express Estate, Royapettah.

Phone: 044 4599 1630



Pictured here:

Baked Pizza Sticks with a herby dip, Wasabi Makhana, Sweet Potato Crunchers, Seedy Crunchers, Oatmeal chocolate bites

FOOD PAIRING



SPICED SPARKLING APPLE JUICE

What you need: Good Juicery Sparkling Apple | Cinnamon sticks | Whole star anise | Cloves | Apple slices

In a small cup, steep your spices by pouring just enough boiling water to cover them.

- Allow it to cool and strain over ice, pour over a can of Good Juicery sparkling apple and garnish with thin apple slices.
- For an extra festive brew, add a dash of whisky, vodka or rum.

PAIR IT WITH...

Sweet Potato Chips

Thinly slice the sweet potato and toss with olive oil and salt. Spread on a lined baking tray and pop it into a pre-heated oven until its baked to a crisp.

OR: Sit back and order this + so many other delicious snacks from Snackible.com – healthy and at your doorstep in just 48 hours!

Order a box of snacks from Snackible and get a surprise snack free! Code GOOD on checkout.

(W)INTERVIEWS

INTERROGATING THE COOL KIDS AND THEIR WINTER FAVES



ROHINI KEJRIWAL
FREELANCE WRITER AND CURATOR OF THE
ALIPORE POST BANGALORE

Winter Faves – Having an excuse to take out all the lovely shawls and sweaters that are stashed away for the rest of the year.

Wearing my woollen socks in bed, refusing to leave the bed, and reading/writing all day. Also, if there's a boy in the picture, snuggling in is always an option!

Whiskey+Doobies+Bonfires

Picnics and lying in the grass, soaking in the soothing winter sun!

Winter at the Alipore Post - I'm someone whose mood is overly dependent on the weather and seasons.



ARFAAZ KAGALWALA
MUSIC PRODUCER, FUZZY LOGIC
MUMBAI

Winter Faves – The change of colours in nature

Winter for Fuzzy Logic – The colours of my music change too, subconsciously. I think it makes my music more mellow.

And while I'm the biggest fan of the monsoons, winter is the most charming season to experience. The mind space I'm in affects the kind of content I share, from the poetry relating to peaceful, nicer elements of life, to GIFs of warm, cozy bed and book scenes finding their way onto the Facebook page. I think it's just a renewed love for beauty and life overall. I'm also excited to organise The Alipore Post Secret Santa, which I tried out last year to revive our boarding school Christmas tradition through the simple gifting experiment.



TRISHA TALERA
FOUNDER, TIFA WORKING STUDIOS PUNE

Winter Faves – I love winter bonfires and the festivities that happen all season. Its also always great to bundle up in a big blanket.

Winter for the art community and TIFA – Winter is the buzzing time in the arts, from the biennale in Kochi to the Art Fair in Delhi, it's all exciting. At TIFA, we have some fascinating exhibitions lined up for our Pune community.



RUCHIRA ASNANI
FOUNDER & SPACE STYLIST,
TRAVELER'S HOME AHMEDABAD

Winter Faves in Ahmedabad – Early morning visits to the Nal Sarovar to catch the bird migrations and dinner at Vishala.

Winter at Traveler's Home – We'll soon be introducing a handpainted ceramic collection customized in Europe. That and a lot more curated collections to look out for!



VANDANA VERMA
HEAD OF CONTENT, NICOBAR STORIES
DELHI

Winter Faves – The clothing. I love the heat, and I love a good spate of warm weather, but winter makes dressing up fun.

Winter at Nicobar – In our clothing, soft, slouchy layers, designed to be piled on and snuggled into. Our fabrics stay light and airy, which means that you're still able to shed a layer (or three) to suit temperature swings, but there's something we love about playing with proportion, with hemlines, and with texture to make a cocoon that is entirely personal every time. And for when you just need a bit of heat, our Resort line. For the beach, for the dancing, and for winter sun. Plus our home line is peppered with lush velvet and silk; lots of texture that is, again, designed for a season when snuggling and nesting is key.

PROFILE

HITTING THE SLOPES WITH APOORVA PRASAD

by Sheena Dabholkar

Snow-capped peaks, beanie-clad selfies and apres-ski tea in dusty, sweltering India seem like an inconceivable thing. Yet at the start of every new year, my timeline turns wintery. Everybody's in Gulmarg, Kashmir.

Apoorva Prasad has been snowboarding in Gulmarg since the top gondola opened in 2005. "Back then," he explains, "there were no other Indian riders on the slopes, apart from a few local Gulmarg Kashmiris; and they, along with the Europeans, would refuse to accept that I was a 'mainland Indian', so to speak"

To call Apoorva an adventurer would be an understatement. The 34 year old is a rock and mountain climber, who also paraglides, dives and surfs, and is the founder and editor of The Outdoor Journal, a monthly active lifestyle and adventure magazine.

It's fair to say he knows the mountains better than many and while he's tested the slopes in Solang, Manali (India has more than a handful of skiing destinations), he draws no comparisons, describing Gulmarg as "really very different and very epic. The powder and conditions are quite

particular; and the utterly wild feeling of such a resort is very unique, compared to similar slopes in the US or Europe."

Gulmarg, the 'meadow of flowers' is undoubtedly the finest ski resort in India. It's accessible and a mere 59km from Srinagar, snow falls like clockwork each week, it boasts one of the highest ski lifts in the world and a large part of the mountain is off-piste (a French term for unmarked or backcountry skiing).

"In the last ten years" he says "Gulmarg is seeing many more riders and skiers, many more Indians on the slopes; which is really great. It's probably too few people in India just now to call it a culture, but maybe it's a small and really interesting sub-culture that is developing."



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**"IN THE FRIGID KASHMIRI
WINTER, I LOOK FORWARD
TO WAZWAN."**

A WARM BELLY

MAPPING INDIA'S WINTER FEASTS

by Sheena Dabholkar

I grew up in a country where winter was remarkably unfestive. While the rest of the west were sipping on mulled wine and pumpkin spice lattes and having roast turkey in their winters, mine came somewhat in the middle of the year - starting with a chilly June and ending with a frosty August. Winter and summer dining were nearly the same in the Antipodes, with a few more carbs and a few less barbecues.

I moved back to India and was astonished at the sheer vastness of cold weather eating.

In my own home, winter is vinegar-scented. A giant vessel of sorpotel, a robust Goan pork curry lasts us the entire winter. My grandmother makes it for Christmas with enough batches of rum-soaked fruit cake to feed a small city. We work our way through them in January and February, greedily at first, then more cautiously, bowlfuls turning into spoonfuls, slices turning into slivers.

If I'm away, it's in search of food. For a travel writer like myself, feasting is research and the cold months are arguably the best time to travel so one can devour foods in their richest, sweetest, spiciest glory.

In India winter foods change regionally, influenced by a multitude of factors.

Seasonality is an obvious one. Few meals are as Punjabi as sarson ka saag, spiced and wilted mustard greens with makki di roti, flatbread made from corn. Sweet potatoes are piled on handcarts and strawberries appear on all dessert menus, replacing the erstwhile choice: custard apple.

Festivals are another. From Dussehra to Christmas, there's enough sugar doled out to appease any sweet tooth.

In Calcutta, one of my favourite cities to feast in, I get excited about jaggery made from date palm sap that's only available in the winter. Every Bengali sweet, mishti and icecream are, for a short period, nolen gur flavoured.

The harvest festivals of Lohri and Makar Sankranti early in the new year are celebrated with sesame, peanut and coconut brittle, or chikki.

Of course winter foods are influenced by the weather itself. All over South India I expect steaming hot bowls of rasam, a lentil and tomato broth to which black pepper is added to ward off the common cold.

At my Gujarati friends' houses, I'm offered undhiyu, meaning upside-down, a warming pot of gently simmered mixed winter vegetables.

For the carnivore in me, there's nalli nihari in Lucknow, a flavoursome beef or lamb and marrow curry that's cooked overnight until the meat falls off the bone.

In the frigid Kashmiri winter, I look forward to wazwan, a multi-course, traditional and rather decadent meal that includes thirty-six dishes such as rista, meatballs in a

spicy red gravy; tabak maaz, twice cooked lamb ribs and the famed rogan josh washed down with fragrant kahwah, green tea hot from a samovar, a copper kettle with a in-built chamber for hot coals.

Other dishes literally require the cold weather to cook. I accidentally discovered daulat ki chaat in Delhi one winter, an ephemeral cloud-like concoction made from whipped milk tinged with saffron and nuts set in the early morning dew that near disappears on the tongue.

Similarly, the Parsi community introduced me to doodh puff, sweetened milk foam that's almost like marshmallow fluff. The milk is chilled naturally during cold mornings and then beaten until it's so frothy, it needs to be eaten with a spoon.

To cut a long story short, I'm rather pleased with myself for moving back to the motherland. Wherever I am or seem to go within the country, whether there's pleasant nip or bitter chill, winter has my greedy belly sated.

Good Juicery recommends :

- Sparkling Mandarin Mango + nalli nihari
- Sparkling Pink Guava juice + undhiyu
- Sparkling Passionfruit juice + sorpotel
- Sparkling Apple juice + sarson ka saag



THROW A HYGGE-STYLE, INDIAN WINTER PICNIC

Winter brings the parties but with all the dressing up and heading out, we have just one thing on our minds. Keeping it casual. That's why we're entertaining as close to home as possible. Keep your slippers on, dust off that terrace, invite your favourite people, and enjoy the easiest winter gathering.



WHAT YOU NEED:

A rug

Cosy shawls in case
it gets chilly

Mood lighting or candles
for an evening picnic

Your favourite snacks
and hot or cold beverages

Portable speakers

Our picnic playlist

Find our winter picnic playlist at
soundcloud.com/goodjuicery.

Not taking this with you? Why not
leave a note for somebody else and make their day...



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This issue in collaboration with
Sheena Dabholkar. **thisissheena.com**

**An anthology of
everything good.**

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cafes and retailers.