

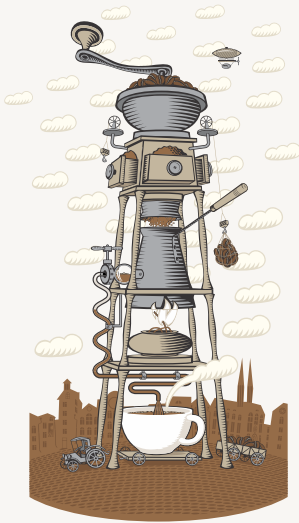
JAN 2016 | VOLUME III

BREW TIMES

BREWING WORDS WITH THE GOODNESS OF COFFEE



LIFE VALUES • COFFEE • MORE



Do it with Passion Or Not at All !

BREWBERRYS MILE STONES

Brewberrys targets
50 stores, starts
offering Franchisees.

First few stores
opened in Surat,
Jaipur & Ahmedabad.

2008

▶ First Café started in Vadodara, Gujarat.

2010

▶ Brewberrys starts offering freshly prepared Snacks
at the Cafés, the first Indian Café brand to do so.

Becomes the first
Café Brand to
have presence in
Kohima, Nagaland.

Brewberrys sets up
a café inside the
prestigious
IIT Mumbai.

2011

2012

▶ Brewberrys becomes official
F & B partner for TCS in the
Passport Seva Project.

▶ Sets up 77 Snack
Bars in 66 Cities
within 4 Months.

Becomes the
leading Café
Franchise Brand.

Brewberrys crosses
the 100th store mark.

2013

2014

▶ Brewberrys enters
corporate park space.

▶ 110+Stores, 70 Cities
& Counting.

▶ Targets 250 Stores by 2017.

Partnered with
Uber and Food Panda.

Ventured into E-commerce
with cakestudio.in

Signed 20 Cafés
at Hyderabad Metro
with L&T.

Introduced
Cashless Wallets
with Paytm.

2015

59
CAFES

60
SNACK
BAR

70
CITIES



CONTENTS



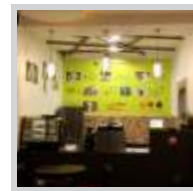
02

What Goes Around
Comes Around



04

Gadgets You Wont
Believe Exist



06

Brewtastic Store
Seawoods-Navi Mumbai



08

Spirit Of Entrepreneurship
- Letsshave



11

Coffee, Spice and
Everything Nice



20

Detox To A Healthier You

12

Crazy Whacky Hotels



14

Brewtastic Couple



15

Book Review - Still Alice



BREW TIMES

Editor - Radhika Kadiwala

Designer - Shahid Shaikh

Disclaimer -

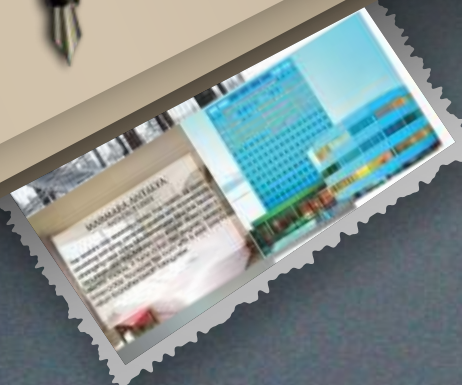
All views expressed in the magazine are that of the editor, unless specified otherwise. All dietary and medical recommendations to be consulted with your physician before implementing the same. Brew Times takes no responsibility for any decisions taken by readers on the basis of information provided here.

We value your feedback.

**If you have something great to say, or not so great,
please write to us at: brewtimes@brewberrys.com**

New Year, new dreams, new hopes, new beginnings. If there was ever a time to do something you always wanted to do, this is it. Always wanted to go parasailing? Go. Always wanted to write a book? Write. Always wanted to start your business? Start. Whatever you really want to do, go do. Self-doubt and second thoughts will always question your every move. Do not feed it. Break the routine. Travel, dream, hope, laugh, love, but most importantly live. This year, define and be who you always wanted to be. This issue is for you. The dreamers, believers, thinkers, writers, lovers. The doers. Break the chain – Be the change.

Editor,
Radhika Kadiwala



#BREWBERRYS



/brewberrys



@brewberrys



@brewberrys

WHAT GOES AROUND COMES AROUND

One day a man saw an old lady, stranded on the side of the road, but even in the dim light of day, he could see she needed help. So he pulled up in front of her Mercedes and got out. His Pontiac was still sputtering when he approached her.

Even with the smile on his face, she was worried. No one had stopped to help for the last hour or so. Was he going to hurt her? He didn't look safe; he looked poor and hungry. He could see that she was frightened, standing out there in the cold. He knew how she felt. It was those chills which only fear can put in you. He said, "I'm here to help you, ma'am. Why don't you wait in the car where it's warm? By the way, my name is Bryan Anderson."

Well, all she had was a flat tire, but for an old lady, that was bad enough. Bryan crawled under the car looking for a place to put the jack, skinning his knuckles a time or two. Soon he was able to change the tire. But he had to get dirty and his hands hurt.

As he was tightening up the lug nuts, she rolled down the window and began to talk to him. She told him that she was from St. Louis and was only just passing through. She couldn't thank him enough for coming to her aid. Bryan just smiled as he closed her trunk. The lady asked how much she owed him. Any amount would have been all right with her.

She already imagined all the awful things that could have happened had he not stopped. Bryan never thought twice about being paid. This was not a job to him. This was helping someone in need, and God knows there were plenty, who had given him a hand in the past. He had lived his whole life that way, and it never occurred to him to act any other way.

He told her that if she really wanted to pay him back, the next time she saw someone who needed help, she could give that person the assistance they needed, and Bryan added, "And think of me."

He waited until she started her car and drove off. It had been a cold and depressing day, but he felt good as he headed for home, disappearing into the twilight.

A few miles down the road the lady saw a small cafe. She went in to grab a bite to eat, and take the chill off before she made the last leg of her trip home. It was a dingy looking restaurant. Outside were two old gas pumps. The whole scene was unfamiliar to her. The waitress came over and brought a clean towel to wipe her wet hair. She had a sweet smile, one that even being on her feet for the whole day couldn't erase. The lady noticed the waitress was nearly eight months pregnant, but she never let the strain and aches change her attitude.

The old lady wondered how someone who had so little could be so giving to a stranger. Then she remembered Bryan. After the lady finished her meal, she paid with a hundred dollar bill. The waitress quickly went to get change for her hundred dollar bill, but the old lady had slipped right out the door. She was gone by the time the waitress came back. The waitress wondered where the lady could be. Then she noticed something written on the napkin.

There were tears in her eyes when she read what the lady wrote: "You don't owe me anything. I have been there too. Somebody once helped me out, the way I'm helping you. If you really want to pay me back, here is what you do, do not let this chain of love end with you." Under the napkin were four more \$100 bills.

Well, there were tables to clear, sugar bowls to fill, and people to serve, but the waitress made it through another day. That night when she got home from work and climbed into bed, she was thinking about the money and what the lady had written. How could the lady have known how much she and her husband needed it? With the baby due next month, it was going to be hard... She knew how worried her husband was, and as he lay sleeping next to her, she gave him a soft kiss and whispered soft and low, "Everything's going to be all right. I love you, Bryan Anderson."

- ANONYMOUS



IT'S ALL ABOUT YOU

So often we lose ourselves in the daily routine. There is always this mundane uphill tasks of work, family and friends, that you tend to ignore the most important person 'You'. There is no way you can adhere to anything and anybody else without caring about 'You' first. Cliché as it may sound, that is the reality.

Here are our quick tips to energize yourself to take on anything that life throws at you.

Get Enough Sleep

It seems like the last thing on your mind, but its vitally, primarily important. You need your body to rest and rejuvenate if you need to be at your best. Worry often causes more troubles instead of reducing it. Just sleep, and when you wake up, you will have more energy to take on the day, and a refreshed mind to work each task.

Schedule a 'No-Appointment' time

Schedule a 20 minute 'no-appointment' time each day. Meet no one, answer no calls and shut down your laptop. Just gather your thoughts, write your task list, schedule work or just sit with your eyes closed. Use these 20 minutes doing your bit, without interruptions.

Stretch and Breathe

If you begin your day in a rush to get things going, the rest of your day is sure to be stressful. Make sure to start your day with 5 minutes of silence. Stand bare foot in your garden, or in your balcony. Take a deep breathe, put both your hands up and stretch as tall as you can. Then bend over and touch the ground. Try to relax your body paying attention to your breath. Do this for just 5 minutes everyday and see the difference.

Do the dreadful tasks first

There are tasks you will want to do last because they are dreadful or strenuous. Don't do them last. Deal with it first. That way you have dreaded task out of your way sooner and the deadlines will seem less torturous.

Listen to your favourite music

When you are driving to work, don't think about your day ahead, or about pending issues at home. There is practically nothing you can do sitting in the car So turn up the volume and listen to your favourite songs while you get to work. It will not only boost your mood, but will also keep you smiling for a long time.



GADGETS YOU WON'T BELIEVE EXIST



ERASCAN

- A white board eraser – with a twist. It has a built-in memory chip that captures everything as it is being erased
- It can recognise handwriting, email links and URL's saves the data wirelessly via e-mail
- You can view the scanned information during erasing process on the in-built LCD screen

NO MORE WOOF

- A headset that reads the brainwaves of the dogs through EEG sensors and can translate that into human speech
- It can also pick up signals like hunger, fatigue, excitement etc in a dog
 - The device can currently read up to four patterns



TAMAGGO

- A camera that captures 360 degree images
- You don't have to move while taking a picture because it has a curved lense which makes the image capture possible
- The captured image can be rotated in a circle and also towards the ground and sky. Thus capturing a 360 degree view

SWASH

- It's an express clothing care system
 - It's like a personal dry cleaning machine
- Removes light wrinkles and neutralises odours
- Your personal dry cleaning is ready in 10 minutes



BUHEL SOUND GLASSES

- Works as a Bluetooth – in the form of sunglasses
- It can play your music on Bluetooth without ear insertions
- It uses bone-induction sound technology to play, hence you can listen to music wearing sun glasses. Pretty deception

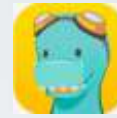
AWESOME APPS

We all know the regular, common apps. I however am keen to discover the new lesser known apps that are fantastically conceptualised and beautifully created. Have a look at the below list and begin the download.



Haptik

Have you ever heard that you can hire your personal assistant without any cost? Well this application will do just that. It can take care of your restaurant reservation and also check the PNR on your behalf. It can book movie ticket as well for you. Haptik is a team of many experts who will assist your issues & queries and they will sort it out for you. You just need to share the issue with details. They have 20 odd experts, for varying fields, dedicated to ease your doubts at your call.



Timehop

From mesmerizing moments to the weirdest moment, our life is always in our memories and some are preserved on various social platforms and albums. However when some pictures from the past, randomly pops up in front of you, its blissfull. Timehop does exactly that. It is not just an application, it is to look back into your past to cherish the moments closest to your heart. Just like a sudden road trip, or a beach trip, family dinners or festival celebrations with cousins. Whatever you are plugging into twitter, Facebook, Instagram, Pinterest and foursquare, Timehop will give a bite of your past life every day. Déjà vu.

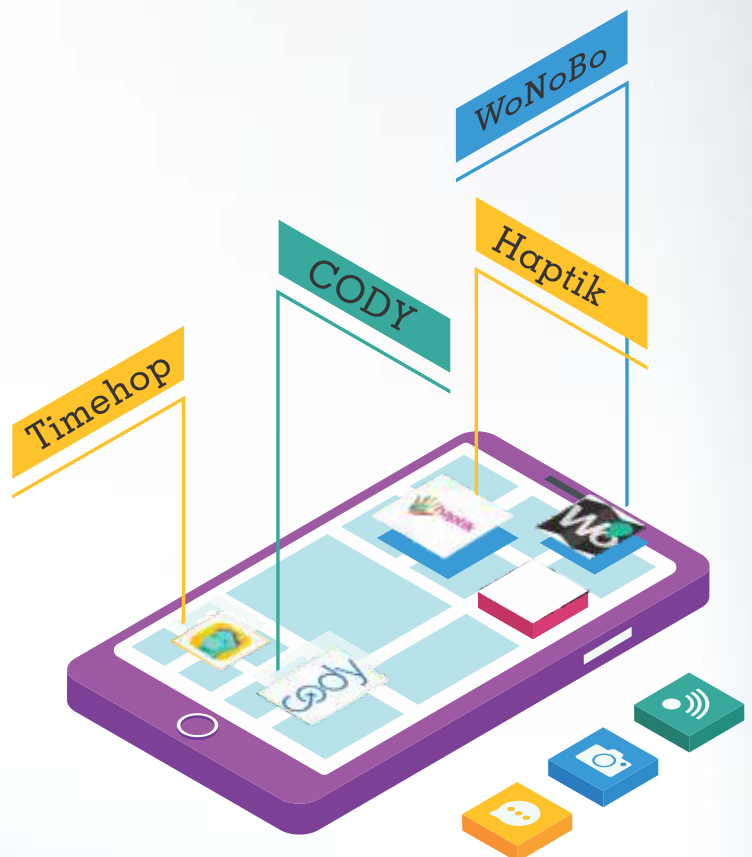


Howdy fitness freaks & experts! Or people who are looking for a motivation to go to gym every day. Cody provides an open platform to all fitness community experts. It's a Facebook of fitness. You can follow them or learn with them (with a certain price.) It is a workshop of all gym goers needs under one roof. No excuse to not exercise now.



WoNoBo

Well if you missed some monuments of the city while on tour you can still experience the feel of the visit for that place. WoNoBo will provide a 360 degree view of famous monuments just like a tour experience. It has included prominent monuments from major cities like Taj Mahal, Red fort or Mumbai's iconic film studios etc. It also has add on feature which is the Video of that Monument. Go and discover the new experience, from the comfort of your home.



- PRANAV JOSHI

BREWTASTIC STORE



BREWBERRYS SEAWOODS - NAVI MUMBAI

If Mumbai is a city that never sleeps, Navi Mumbai stylishly stays awake.

It's a hub for newly incorporated companies and startups to establish their base in Mumbai. As per the list of newly incorporated companies in Navi Mumbai, around 500 new startups and companies are registered in and around the region every month. No wonder this booming new metropolis has already become the base of reputed Indian and multinational corporates like L&T, Siemens, SAIL, Hindustan Lever, Great Eastern and a host of financial institutions including the Reserve Bank of India, UTI and IDBI. No surprises then, that Employees from these Corporates are our regular Guests.

With so much buzzing around, it's obvious that we too wanted to brew some buzz. So, on February 9th 2014, we opened Brewberrys – The Coffee Bar, at Seawoods, Navi Mumbai, with the zealous and very ambitious Mr. Krishna Kamal.



Café Address

Shop NO: 10 & 11, Dhara Complex, Sector - 44 A,
Seawoods West, Next to Bank of Baroda,
Navi Mumbai - 400706
Contact No: +91 98195 17575

Franchisee Feedback:

Two years back I wanted to start my own coffee shop but I had no experience in this industry. So I was looking to partner with a brand who could help me and guide me to make my dream come true. After doing a lot of research I came across Brewberrys - The Coffee Bar. I liked the concept of cafe with books, guitar, Wi-Fi, games and especially the concept of providing freshly prepared Live Food to the customers which is completely different from others cafes.

I am very thankful to Brewberrys; especially to Mr. Ronak Kapatel for the support and guidance. Brewberrys is completely different compared to other cafes as it attracts all age groups and the feedback from our customers are really overwhelming. I think I will never regret my decision of partnering with Brewberrys as it has taught me a lot.

- KRISHNA KAMAL

BREWSOME REVIEWS

This is my favorite place to spend the entire day. Having finished a book here and two more in pipeline, it is at this cafe that I fulfil my writing passion. Excellent recipes, wonderful staff and a class ambience sets this apart from the rest. Being an author, I can also add that I am most creative at this place. Wishing Kamal and the team a great journey ahead.



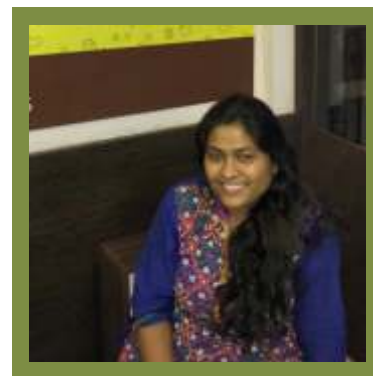
Arvind Parashar

Brewberrys is not just another brewing house; it's indeed another home for us. It's a place where we visit at least once a day and our day feels incomplete without visiting it. We just enjoy having a sip of Cappuccino or the Tall & Dark or Mojito along with all the lip smacking snacks with all our friends. We enjoy playing "UNO" the most. And of course, I must say, that the staff out here is really friendly & cool. We just love Brewberrys & now it's a major part of our lives.



Nitesh Rathor

Very good taste and spending good time; I like to drink BBC Frappe with Ice-cream, its sooo good. I love it. Thanks to Brewberrys to complete my all needs...



Deepti Dalvi

Brewberrys is like my second home. The food is soul satisfying! The Irish coffee and cafe mocha are my personal favorites. The ambience is so alive with energy as are the staff members... I just love the place!



Anna Joseph

Brewberrys is kinda like our very own Central Perk! My friends and I meet here almost every other evening. Unlike other cafes, we can play board games, strike a guitar, groove to some good music and cheer for our favourite team whilst the match is shown on the LED screen. All this & I haven't even gotten to the best part yet! Yes, the food is to die for; especially the burgers and the fruit frappes. My personal favourites, New Yorker Cheese burger and litchiFrappe. One just can't get enough of this combo. I don't know what makes this cafe different - nothing that I can pin point as such. You just need to be here to experience their hospitality. Trust me, you won't regret it!



Harprit Singh Saini



Inputs from Ruchita Mehta

SPIRIT OF ENTREPRENEURSHIP

It's always inspiring and impressive when people dare to dream - to take a plunge, risk it all and start their own venture. It takes a lot of grit determination and belief. So in each issue, we will feature one of the many start-ups across the nation. Give a little extra motivation and recognition, they rightly deserve.



FEATURED STORY – LET'S SHAVE.com

The last few years has witnessed the rise of the metrosexual men. These men take their grooming very seriously (and the ladies aren't complaining) and with that arises the need for great grooming gadgets.

Enter Sidharth S Oberoi, the pioneer for revolutionising the grooming industry. He is the founder of letsshave.com. The online portal that sells razors for men and women. What's different you wonder, well, for starters, their one handle fits all blades reducing clutter and they are economical. Sidharth believes that Shaving is an art. He believes that paying extra for over marketed and over prized razors is not a luxury. What is luxurious is getting quality shave at the right price, and they do precisely that. Letsshave.com has introduced to India blades from Dorco, that has a worldwide presence and has been manufacturing the highest quality blades since 1955.

What prompted him to start letsshave we ask, "Well," he says, "It started when I was in the third year of my college and wanted to bring quality system razor in Indian market as people didn't have many options to choose their razors and most of the people had to buy overpriced razor blades due to the lack of available options in the market.

I was facing the same problem and the solution to this problem was letsshave.com where we deliver awesome shave at amazing price with multiple benefits like free razor with blades, free shipping across India and once the customer returns, he can avail 30-50% off on blades.

We have partnered with Dorco exclusively for India to get best razor blades in India. We have also launched world first 6 blade razor with trimmer in India at valuable price."

He intends to capitalize the E-commerce trade craze. He believes that the overall ecommerce market in India is booming because of the convenience and cost effectiveness it provides. That's precisely why they sell online at www.letsshave.com, eliminating the need for middlemen and overheads; thus offering great product at economical price.



Sidharth (CEO & Founder)

An Industrial Engineer, Minors in Entrepreneurship and Innovation from Purdue University USA.

He is also a certified green belt in lean six sigma from Motorola Solutions, Chicago USA. Loves golfing. More often than not, you will find him engrossed reading and researching trends in entrepreneurship.

(Pretty geeky)

Note: In the coming edition, we would like to cover start-up stories from your town. If you know of somebody worth a feature, write to us at brewtimes@brewberrys.com



FREE SHIPPING ACROSS INDIA
FREE RAZOR HANDLE



EMPLOYEE OF THE MONTH



Name: Sakkir Parambatt

Designation: Brewer

Location: Brewberrys Tirur, Kerala

HOBBIES:

Sports, Marshal Arts-especially Taekwondo and Playing Football.

ABOUT SAKKIR:

Hardworking, sincere and down to earth by nature.

BEST MENU ITEM:

Brownie Feast and Chicken & Cheese Sandwich

ROLE MODEL:

Late Dr.Abdul Kalam is his role model because of his leadership qualities. It inspired Sakkir, that Dr.Kalam took decisions which required a lot of courage. After reading Wings Of Fire, he started following his views. It struck a chord with Sakkir, that a man with humble means became the President of India, armed with nothing but his dream and vision.

NOTE FROM THE HR:

I remember the day he was recruited. It's something you should know. As a general practise we asked Sakkir to come to our HO in Vadodara for training. Initially, he and his family were very apprehensive about his visit to Gujarat, considering he had never ever left his home town. But, after a little convincing, and a lot of his commitment, he did manage to come here. His ambition overcame his inhibitions. This is what we need to learn from him. To take a risk with your dreams. To step out of your comfort zone and be who you always dreamt of being. Bold, carefree and passionate.

This makes him different. He not only grasped the training quickly but also proved himself to be one of the best performers of the café. Infact he is one of the best performers in the company that has 59 cafes, 60 snack bars across 70 cities. That speaks a lot about his ability and commitment. He is appreciated by guests and the Franchise owner for his hard work, passion to do his best everyday and his sincerity. It's no wonder that in just 6 months, he has been appraised twice. This shows that he is really following the footsteps of his idol, the Late Dr.Abdul Kalam.

We are proud to have you with us Sakkir. Keep brewing it with passion !

- NISHA KURUP



COFFEE, SPICE AND EVERYTHING NICE!

Wake up and smell the coffee as you soak in Coonoor's mist-laden hillsides. Nestled amidst rolling mountains, drifting mists and lush green foliage that sweeps across the Nilgiris, the small hill station of Coonoor has a panorama of beauty to offer. When it comes to coffee, I often prefer the conventional coffee aroma that is full of richness of fresh cocoa. The cascaded terrains covered in green carpets of tea and coffee plantation, provide a rich experience of a serene sojourn where Arabica and Robusta varieties of coffee is grown. Sunlight can hardly penetrate through these thick canopies of pepper, cardamom, oaks and coffee trees.

When I initially planned my entire tour of Ooty, Coonoor and the Nilgiri toy-train ride between the two hill stations, I did not know the entire trip had so many scenic surprises to unfurl. The evening at Ooty was a lazy one. It is one of the highest hill stations in South India, and the cold felt good. It had drizzled a little that noon, which made the green valleys looked fresher and endearingly beautiful. Famous for its spices, tea and my most favoured chocolates which are heaped into tiny mountains at the local shops lining the Ooty Lake, this small yet busy hill station kept me quite engaged with shopping pounds of my favourite Black currant, Milk and Dark Chocolates, the entire evening. Come next day, time for some more toy train joy-ride! As the train snaked through the green country sides, rolling tea estates, woods full of pine trees, the hill side road that ran parallel to the rail line and the 'coooo' of the engine breathing resounded, it struck me how often this scenic beauty had been captured in Hindi cinemas with our leading actors drooling over their ladies in these trains. The train meandered through dark tunnels, and again emerged into day light, brushing across the canopies created by overhanging branches of trees and mist covered hills.

Manicured coffee and tea estates, wild birds, and the 4 pm sunset made everything look majestic altogether, from the moving train.

There is a tea factory in Ooty, which is open for tourist visits. They show you the entire tea processing technique, starting from tea-leaf picking to packing them into tea bags. When I reveal to a senior local worker in the factory my quest about coffee and spices, it unfolded a different dimension to the entire hereabout. He brought me a tuft of freshly picked coffee beans and told me "Use your nose like a scoop by bringing your head back as if your nostrils are a drag net inappropriately catching fish". That is the right way to smell coffee. He added, "Like wine, and whiskey, coffee also has aroma." "Aroma," he added, "is that what comes from brewed (wet) coffee. And fragrance, is when the coffee is dry." So technically, what I had just smelled was the fragrance.

From Ooty, it was time to head home. After about 10 miles of hilly curves, you descent into the plains. During this descent, occupying the back seat of car, is a bonus. Because, it is so enchanting to see the trails you leave behind, and the memories you take back. How you were in lap of the Nilgiris, only few miles behind, and now the same road leads you back to a life filled with chores and errands. Pulling down the car windows, one can smell the wild fragrance of ghostly eucalyptus and pine trees, standing tall, in charge of the wild flora and fauna the Nilgiris is a mother to. The entire stretch of road, leading from Ooty to Mysore, was beautified by the scattering rays of the afternoon sun, penetrating through the canopies of big trees branching above the road, forming a boulevard. A few hundred miles of road journey, segregated by hourly tea breaks by road side dhabas, and perceiving the silence that nature has to offer us, is sometimes, all that we need, to start life afresh.



- ANANYA CHANDRA

CRAZY WHACKY HOTELS



THE MIRRORCUBE
Harads, Sweden

The Mirrorcube is an exciting hotel camouflaged by mirrored walls that reflect their surroundings. It's a danger for birds collision you would think, but its not. Its laminated on the exterior with an ultraviolet colour visible to birds eye, hence making sure they are safe. The dimensions are 4x4x4 metres. The base consists of an aluminium frame around the tree trunk and the walls are covered with reflective glass. It can accommodate two people at a time, with a double bed, a small private bathroom, a living room and a roof top terrace.



MARMARA ANTALYA
Antalya, Turkey

The world's first revolving hotel. The hotel's 24 room revolving loft wing provides guests with a constantly changing view of the Mediterranean Sea, the Taurus Mountain and the Antalya city scape. Aided with 6 electric motors, it turns a full 360 degree, several times a day. You leave the room with a view, only to return to another breath taking view.



JUMBO STAY
Stockholm, Sweden

This unusual hotel is actually a converted Boeing 747-200 jumbo jet. It's located only ten minutes by foot from the check-in desks at Arlanda Airport. If you are the niche traveller kinds, and need a private bathroom, you'll have to opt for the cockpit suite which features the Boeing's only bathroom. It's such a unique, interesting concept that could really make for some great vacation memories.

CRAZY WHACKY HOTELS



POSEIDON RESORTS

Fiji

Billed as the world's first underwater hotel, the rooms are glass walled so you can watch marine life swim outside of your room. Apart from the incredible setting, the hotel features all the luxuries you would expect of a high class hotel including two fine dining establishments, a spa, gourmet meals and much more. As an added bonus, guests receive a professionally produced photo album featuring photos from your stay.



HOTEL dE VROUWE VAN STAVOREN

Stavoren, Netherlands

Made from four 15,000-litre capacity dark wooden wine barrels. Each barrel comprises of three cozy rooms – a bedroom, sitting room and a bathroom. These rooms still smell like the Beaujolais wine that was once stored in them. Although these rooms are small, the experience is one of a kind.



ATTRAP' REVES HOTEL

France

Atrap' Reves Hotels in France are actually eco-friendly plastic bubble domes built using recyclable materials to create interactivity with nature. The sphere is maintained by a silent blower which continuously allows the flow of fresh air. A cozy cocoon to rediscover the nights under the stars but without the drawbacks of humidity and crawling insects! An ingenious concept you can enjoy all year long, even with bad weather!

Each bubble has its own identity and the decor varies depending on the ambiance you want: Zen, Love Nature, Glamour or Chic design. Each bubble has its private shower too.

BREWTASTIC COUPLE

I am a hopeless romantic. A believer of 'bookish whirlwind romance'. So when it was time to write for our Valentine's edition, I knew who to feature.

LIPI AND SACHIN.

Their's is a match made in heaven. The kind to make you touch your heart and go 'awww.' You can see how much they love each other by the way their eyes gleam as they are sharing with us their story. Every Love story is special, but this one particularly is because it blossomed at our Vadodara café.

This is their story, and I can't help but smile as I pen this down...



Lipi

Born on 15th Jan. Teacher by profession, artist by passion and an absolute coffee devotee. Exhibits handmade jewellery from time to time.

SACHIN

Born on 6th August. Businessman by day, fitness freak by heart, travel junkie and an ardent coffee fan.



Love Is:

Lipi is all smiles as she begins to share their story. Sachin and she first met at a gym on 6th July 2009. (Yes! They both know the date) Sachin laughs as he tells us that Lipi looked so much younger than her age that he first thought that she was a school girl. Like all stories, they got in touch. Those were the orkut days and thus began the scrapping. Soon they exchanged numbers and got talking.

They met for few minutes on and off for few days, until Sachin got her to Brewberrys Makarpura. He liked the fact that this safe was located away from the city hustle bustle and that he could spend some quiet, quality time getting to know her. That's how they started bonding.

They recall their first order and they burst out laughing. Sachin ordered an Americano, while Lipi ordered Irish coffee with Chilli Cheese toast. Sachin being a fitness freak, teased Lipi a lot for the cheese. That has since then become their staple order though.

Sachin narrates an incident as he sips his Americano. Once Lipi was travelling to Lucknow for some work commitments. Sachin called her and told her that he was having Chilli cheese toast at Brewberrys because he was missing her. That was the defining moment in their relationship.

Lipi and Sachin got married on 9th Dec 2012 - and the love keeps brewing stronger everyday over a cup of Americano and Irish coffee.



Thank you **Lipi and Sachin** for sharing your Love story with us. We wish you the best of Love, Laughter, Happiness and Sunshine this Valentine's Day.
Brew in Love, Stay blessed.

Inputs from Ruchita Mehta & Manan Dave

BOOK REVIEW

"You're so beautiful," said Alice. "I'm afraid of looking at you and not knowing who you are."

"I think that even if you don't know who I am someday, you'll still know that I love you."

"What if I see you, and I don't know that you're my daughter, and I don't know that you love me?"

"Then, I'll tell you that I do, and you'll believe me."

Alice Howland is proud of the life she has worked so hard to build. At fifty years old, she's a cognitive psychology professor at Harvard, a world-renowned expert in linguistics and a role model for students.

She has it all, career - with a successful husband and three grown children. It's the kind of life movies are made of; until... she starts getting disoriented and forgetful. Diagnosed with an early onset of Alzheimer's, her relationship with her family and herself is put to test. In parts, captivating, in parts moving, but mostly it will make you question everything you think you know about yourself and your family. You will be forced to wonder what life is like when you cease being 'You'.

A moving tale of dealing with grim diagnosis, self-perseverance, family, love and memories we build along the way. Can those memories last forever?

A highly recommended read – with a pack of tissue and a Café Mocha.

STILL ALICE - LISA GENOVA



ONE OF A KIND CAKE DELIVERY PORTAL

OCCASION

Surprise your loved ones on their Birthdays or Anniversary or baby shower

GESTURE

Remember the neighbour who attends to your family emergencies while you work out of town? Send them a Thank you cake or Surprise your teacher on Teachers day

EMOTION

Gift a cake to your friend on his promotion or to your children on their graduation or to your parents on their retirement

Midnight delivery, same day delivery and much more for the late kates

CAKE STUDIO

Delivery across 35 cities

Make Your Own Cake

If you have a cake in mind, and it's not listed on our portal, send us a picture and we will make it for you

Official happiness partner for Collabera, Alstom, Pacifica, and Actonate

Easy to buy options of flowers, cards and chocolates to go with your cake

One of the very first in India to have an app for easier, faster cake delivery. Available for download on Android. Coming soon to iOS



www.cakestudio.in

Also Available on



CAKE FOR EVERY OCCASION, EMOTION AND GESTURE.

BREWTAISTIC NEW STORES



YAMUNANAGAR



BENGALURU



UDAIPUR



BHUBANESWAR

BREWING SOON

VADODARA



PORT BLAIR





THE CHEAPEST A/C CAB IN TOWN

Get a free ride upto ₹250*

Download the Uber App and sign up with the code **UBERBREWBERYS**



PRESENT IN 26 CITIES | FARES STARTING AT ₹5/KM**

Ahmedabad • Ajmer • Bangalore • Bhubaneswar • Chandigarh • Chennai • Coimbatore
Guwahati • Hyderabad • Indore • Jaipur • Jodhpur • Kochi • Kolkata • Mangalore • Mumbai • Mysore
Nagpur • Nashik • New Delhi • Pune • Surat • Thiruvananthapuram • Udaipur • Vadodara • Vizag



*T&C APPLY, NEW USERS ONLY **FARES MAY VARY FOR EACH CITY

NEW MENU ON THE BLOCK

#Luv4Chocolate

VEGAN CHOCO BLISS

Vegans, you can enjoy the joys of a choco shake too

OREO "SHEIKH"

The ruler of the cookie world, Sheikh Oreo in a shake

TOBLERONE JAVA CHILLER

Right from the Swiss ALP to your own LAP

FERRERO "AFFOGATO" ROCHER

Traditional Italian dessert drink, Royally uplifted

XTREME THICK SHAKE

Straws for this shake just doesn't work, use spoons instead

HEART ATTACK, ON A PLATE

Do you DARE to experience Heaven on a plate in front of you?



DETOX TO A HEALTHIER YOU

Our body like our soul needs the ‘feel good’ stuff. Here are our delicious detoxing recommendations to kick start your day feeling beautifully hail and hearty.



Spicy Popeye Smoothie

Ginger root has a cleansing effect on your digestive system and is perfect to detox too. Try this Spicy Popeye Smoothie.

What You Need

- 1 Small nub Ginger Root
- 1 Tsp Cinnamon
- 1 Handful Spinach
- 3 Mint leaves
- 1 Cup Water

Blend till smooth. Consume immediately.

First Love Smoothie

For everybody who do not compromise on taste for health – look no further. Try First Love Smoothie. This is just what you need. Smoothie with Chocolate. Oooo Yeah! Chocolate can be a part of your detox routine, as long as it's the right kind.

What You Need

- 1 Tbsp Dark Cocoa Powder
- 1/2 Cup Cold Coconut Milk
- 1/2 Cup Strawberries
- 1 Tbsp Honey

Blend till smooth. Consume immediately.



Indian Goddess Smoothie

Perfect alkaline balance for your body. It doesn't get tastier and healthier.

What You Need

- 1 Avocado
- 1 Banana
- 1 Cup Blueberries (Frozen works just fine)
- 1 Cucumber
- 1 Glass Fresh Coconut water
- A fistful of Spinach

Blend till smooth. Consume immediately.

STRAWBERRY & CREAM CHEESE CAKE JARS

SWOONING PEOPLE OFF THEIR FEET SINCE FOREVER

INGREDIENTS:-

- 200 gms digestive biscuits
- 200 gms cream cheese
- 200ml double cream
- 6 tbsp icing sugar
- 2 tsp vanilla extract
- 500 gms strawberries, halved

Serving Requirement:

- 8 glass jars / 8 glasses to serve.



METHOD:-

1. Place digestives in a zip lock bag and Seal it
2. Crush the biscuits with the end of a rolling pin.
3. Now, equally divide the biscuit crumbs between the jars.
4. In a large bowl, whisk the cream cheese, double cream, vanilla extract and, 4tbsp icing sugar until softly whipped.
5. Take 250 gms strawberries and the remaining sugar into another bowl.
6. Crush with a fork to attain a purée like texture.
7. Ripple the purée through the cream and divide equally between the jars.
8. Top each cheesecake with remaining strawberries.
9. Close the jar lids or if you are using glasses, cover the mouth with a cling wrap.
10. Chill for an hour.
11. Serve chilled.

INSTAGRAM ACCOUNTS YOU MUST FOLLOW

793
posts

514k
followers

2,134
following



symmetrybreakfast



1,725
posts

157k
followers

1,133
following



stumptowncoffee



1,358
posts

39.4k
followers

2,200
following



lacolombecoffee



225
posts

13.3k
followers

614
following



Afilmaaboutcoffee



7,046
posts

124k
followers

995
following



clerkenwellboyec1



We were tempted to put a sexy supermodel in here.
After much deliberation, we did.



Blue Pine, Fine Luxury Artesian Water

bluepine.in



DELIVERY
ACROSS
35 CITIES

CAKE FOR EVERY OCCASION, EMOTION AND GESTURE.



/cakestudio.in



@CakeStudio2



+91 87587 64638



www.cakestudio.in