

Eat, drink, enjoy!

Tania Roy chats up **Karen Anand and her team** who are launching Pune Farmers' Market in the city on December 9



You will fall in love with all those glistening array of fresh produce at a farmers' market. Little kiosks selling juicy veggies and fruits bursting with flavour, finely-crafted cheese and sparkling wine to woo connoisseurs, the wafting aroma of freshly-baked breads that will tickle your taste buds and ambrosial desserts which are so heavenly that you would love to munch on!

Come December 9, Puneites will get to see, feel and experience a Farmers' Market right in their city at The Westin Pune (Koregaon Park). It will be the first-of-its-kind farmers' market in Pune but you can expect topnotch 'farm to table' products at the fair. Which is what ace food and wine expert and author **Karen Anand**, who is spearheading the event, is trying to ensure. Along with her core team, Karen is bringing together a melange of local, national and international farmers, wineries, cheese makers, gourmet stores, and manufacturers of lifestyle products all under one roof.

They will help recreate 'country magic' at Westin's E-Deck — a lush green open space beside the river, which will add to the casual and fun atmosphere of Pune Farmers' Market (PFM), likely to take place once every month till March 2013.

"At PFM, you can sample and purchase a variety of gourmet / natural / creative products, albeit in small quantities," says Karen and adds, "We endeavour to be as healthy and natural as possible, but don't expect the products to be 100 per cent organic."

So at the open air whole foods' market, you will get to sample and take home English vegetables from Srirang Supnekar's Satara-based farm Krushak Ashram as well as strawberries and

raspberries grown by farmers of Mahabaleshwar. If you are a meat lover, try James Smith's turkey, chicken and duck from his Saswad farm.

"The idea is to present farm to table products, and since we are stressing on quality rather than quantity, we are getting only 5-6 categories of products, which includes whole foods, drinks and integrated lifestyle wares," says Karen, while mentioning that each time they organise PFM, they will try to get new participants.

Apart from the many hats she wears, Karen is also a member of the Indian Grape Processing Board promoting Indian wine. So, she is making sure you get great wine to go along the delectable food! "Besides, Fratelli, Vallonne, Four Seasons and Revello, we are getting new wineries like Good Drop, which will be introducing 'Rio', a sparkling wine in a pint bottle priced at Rs 90," says she.

Chandigarh-based Impero will be offering fresh mozzarella and creamy mascarpone to Puneites. Fantasie Fine Chocolates, The French Window Patisserie and Decadence Desserts will make cakes, brownies and other lip-smacking savouries.

"Ninad Pottery will be displaying lifestyle wares like 'diyas' which come in ceramic holders and use vegetable oil to keep the flame alive. Freedom Tree Design Space will showcase an eclectic colour design collection of furniture, tableware, linen and accessories. Nirlep will be exhibiting 'Bhoomi', a range of terracotta cookware with non-stick coating," quips Karen.

The other participants include Mulshi Springs water, Godrej Nature's Basket, Green Tokri, Olive Tree Trading, God's Water, Under The Mango Tree, Sanjay Nursery, California Prunes, Washington Apples, 24 Letter Mantra and Nir-malaya Trust.

THE CORE TEAM

■ **Padmaja Dave**, who is doing a lot of back end work by calling people and handling the marketing of PFM, says, "There will almost be 30 stalls and 4 tables for NGOs." Padmaja is a hospitality professional and is currently a marketing consultant for Pie Lane Hobby Craft, Cocoparra restaurant and Green Tokri Farms.

■ Karen's spouse **Yadu Sankalia** is bringing together the farmers of Mahabaleshwar who will be offering fresh and juicy strawberries, gooseberries, raspberries and mulberries. Besides working out the logistics, Yadu will also be launching a range of gourmet food products and merchandise like T-shirts and aprons under the PFM banner.

■ Visual communications designer **Falguni Gokhale**, who is the creative head of Design Directions, is taking care of communication and brand identity for PFM.

■ Interior and landscape designer **Latika Sanadi** is helping Karen with back end work.

■ Karen's son **Sasha**, who does social media for Westin Pune, is providing social media updates for PFM on FB. Check it out.



FROM THE WESTIN KITCHEN

If you are fond of local cuisine like *thalipeeth* and *pita-bhakri*, or pickle with a homemade touch, step into Westin's stall. Chef Santosh Jori will be dishing out the delectable recipes at the counter called 'Mom's Kitchen'.

Westin will also be making healthy food with ingredients, which are rich in antioxidants like apples, walnuts, tomatoes, spinach. "We call these Superfoods, which is a Westin concept. Basically, it's whole, simple and positive food crafted to feed the body and nourish the soul. So, at our stall you can try apple-filled doughnuts with honey, or bruschettas, which have tomatoes and mozzarella toppings, and our strawberry and banana smoothies, and healthy juices," says Chef Santosh.

PUNE FARMERS' MARKET

- **Where:** E (Environment) Deck, The Westin, Koregaon Park.
- **When:** On December 9, Sunday from 10 am to 6 pm.
- **Entry:** Open to all.
- **Frequency:** PFM will be held once a month till March 2013.