

## Regional Non-Alcoholic Beverages of India: Study of Summer Drinks

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### Abstract

*"Atithi devo Bhava"* is the word for which India is known in the world of hospitality and tourism. It means guest is god. India is known for its hospitality to guests. No matter whichever part of the country you visit you can experience the warm hospitality by the local people with a regional influence. When it comes to hospitality, food and beverages plays a very important role in India. This study is to identify various regional non-alcoholic beverages which are served as welcome drink to the guests who visit to their place. It a way of showing respect and giving an glimpse about it traditional way of service to guest. The main objective of this study is to list various welcome drinks along with its recipe and significance of ingredients used in the preparation of the beverage. The study would focus on different regions of India.

**Keywords:** Hospitality, regional, Non-alcoholic beverages, welcomes drinks

### Introduction

In the world of hospitality and tourism, food and beverages plays a very important role. It acts as one of the major sources of tourist attraction. According to world travel and tourism council travel and tourism contributed around 9.2% of total economy of India. (Council, 2019). Thus, tourism plays a very important role. India is a diversified country which is divided into 28 states and 9 union territories of India. (maps of india, 2019). India is divided into various states depending upon the language which is spoken in that region. Each state in India is having people of different religion with different religious beliefs and different traditions which they have been practicing since ages. With the passage of time even the traditions got changed depending upon the suitability of the people as per present suitability. The impact of changes on the tradition and culture of people is visible in the food and beverages of the local cuisine.

The cuisine of any state is also depended on the climatic condition which the region is blessed with. The agriculture and farming is further depended upon the climatic condition of the region, soil and the availability of different types of water bodies' available in the region. In a way food and beverages of any region is depended upon various factors:

According to me the factors of considerations on food and beverages of a region are as follows:

- Local ingredients cultivation and availabilities
- Climatic conditions of the region
- Religion which is dominant in the region
- Religious beliefs of the dominant religion
- Taste buds of the local people
- Income of the local residents

In this study we are studying the drinks which are non-alcoholic in nature and served by local

people to the guests on their arrivals as a mark of welcome to our place. The beverages which are served to the guest on their arrivals by the host are termed as welcome drink. In India, non-alcoholic beverages are mostly served as welcome drinks. Any portable drink is termed as beverages. Beverages are further classified into two types :

- Alcoholic beverages
- Non Alcoholic Beverages

Any beverage which has an alcoholic content ranging from 0.0 percent to 0.5 percent is termed as non-alcoholic beverage. The beverage which contains ethyl alcohol ranging from 0.5 percent to 95 percent is termed as alcoholic beverages. (singaravelavan, 2011)

Non-alcoholic beverages are further classified into three categories:

- Refreshing beverages
- Stimulating Beverages
- Nourishing Beverages

Refreshing beverages are the beverages which nourishes our body. It means it fulfils the fluid loss in our body. Stimulating beverages are the beverages which stimulates our body. It means it gives us instant energy to our body. Nourishing beverages are the beverages which nourishes our body. It means it provide various nutrients which are required by a human body.

### **Objective of the study**

- To prepare an inventory of various welcome drinks which are served in different parts of India.
- To create a recipe of these old tradition drink which is being adopted by present generation.
- To find out if any story available in the context of the usage of drink or name of the drink.

### **Research Methodology**

Various secondary data have been collected from different websites and books on food and beverages in context to the beverage which has been studied.

The primary data were collected with the help of self-experience. I met the people from these regions and relished these drinks. I made a note of different ingredients which was used in its preparations and asked about the reason behind the usage of the ingredients, stories related to the drink, if there was is any reason behind naming the drink by which is recognised today.

## **Different Welcome drinks of different parts of India**

### **A. Chabeel**

“*Chabeel*” is a Punjabi word meaning a cold, non-alcoholic sweet drink. It is a drink that is served to general public during the hot days of summer. It not only provides relief from the scorching sun and heat but also has a deeper meaning.

It spreads the message of eternal optimism. It is celebrated to remember the martyrdom of Guru Arjan Dev ji who became the first Sikh martyr in 1606 for refusing to change the Sikh scriptures as asked by the Mughal Emperor Jahangir. The story tells us that for refusing to follow orders, the Guru was made to sit on red hot iron sheet while the Mughal soldiers poured burning hot sand on his body. The Guru was dipped in boiling water too. This torture went on for five days and he even refused the help of a Sufi who offered to heal his burns saying that he has to accept the will of God. (MCCARTHY, 2016)

After the torture, the Guru asked for a bath in the Ravi River. Thousands of followers watched on as Guru Arjan Dev ji walked into the water chanting, “Sweet is your will, O God; the gift of your name alone I seek”.

*Chabeel* is a remembrance of the torture meted out to the Guru and the relief that River Ravi provided him in the end.

For many years, Sikhs in India have been serving *Chabeel* to the general public between the months of May and June. (MCCARTHY, 2016)

*Chabeel* is also termed as “*Kachhi Lassi*” in local terminology. It one of the most popular summer drinks in the northern part of India.

The major ingredients which are being used for the preparation are milk and rose flavour (could be homemade or Rose syrup concentration).

According to the people of the region milk is added to give strength to people and rose flavour is added to provide comfort of coolness during summer. It’s a way of providing strength and coolness to guru Arjan dev ji to fight against evil people like Mughals.

There is no standard recipe to its preparation; different people prepare it in different ways depending upon their taste. But the ingredients remain the same for the preparation of *Chabeel*. The basic ingredients used for the preparations are

- Milk
- Rose flavour/Rose Syrup
- Water
- Sugar

*Recipe for preparation of Chabeel*

Ingredients	Quantity
Rose syrup	2 table spoon
Milk	Half cup
Water	2 ½ cup
Sugar	2 table spoon

*Procedure for preparation*

- Take cold water
- Add the milk and rose syrup
- Mix well and serve cold

**B. Imli ka amlana**

Imli ka amlana is a regional beverage of Rajasthan. It's very popular during summer. This is usually consumed to be immune of the hot wind which is life threatening. In local term the hot wind is called "loo".

To keep their body cool during the month of May and June people prepare "Imli ka amlana" at their home.

The major ingredients used for the preparation is Tamarind and jaggery.

When most part of northern India uses mango to prepare their summer drinks, Rajasthan uses tamarind which known as *imli* in Hindi language. Since Rajasthan is a desert area so very less cultivation of mango is there. Tamarind is available in abundance in the region and its quite economical, thus people uses tamarind in requirement of sour taste for the beverage.

*The Basic ingredients for preparations are*

- Tamarind
- Jaggery
- Cardamom
- Cumin
- Rock salt
- Lemon'
- Mint leaves

*Recipe for preparation of Imli ka amlana*

Ingredients	Quantity
Jaggery	6 tsp
Tamarind ( Imli)	½ cup
Cumin powder	2 tsp
Rock salt	2 tsp
Cardamom Powder	½ tsp
Water	3 glasses ( 180 ml each glass)

*Procedure for preparations of imli ka amlana*

- Soak the tamarind in water (just enough to cover it) for 15 minutes.
- Squeeze the tamarind into a pulp and discard the seeds.
- Add the crushed jaggery and mix it well with the tamarind pulp.
- Add the remaining ingredients and mix well.
- You can adjust the quantities of salt, cumin, cardamom powder, mint leaves and lime juice according to your taste
- Before serving rim the glasses. Dip the edges with lime juice, then with salt and red chilli mix.
- Garnish with a lemon slice. Serve with crushed ice. (GITANJALI, 2018)

**C. Aam panna (Raw Mango Drink/ kairi ka sherbet)**

*Aam panna* is also a regional beverage which is very popular in states of Uttar Pradesh, Madhya Pradesh and Bihar.

*Aam* is a Hindi word which means mango in English and *Panna* is a Hindi word which means Emeralds in English. It is non-alcoholic beverage which is quite popular in northern India during summers.

During summer these region are deadly affected by hot wind called as "loo" "Loo is life threatening wind. Thus, to keep themselves safe from this hot wind, people prepare and drink Aam panna beverage a lot. As the major ingredient is mango the drink is names after the major ingredient i.e. Aam. It is also called *panna* because its health benefits has been compared with one of the most precious stones called emerald, which is also green in colour. Thus, as per people drinking Aam panna made out of raw mango and it is considered as having possession of emerald stone with self.

There are two major variations of Aam panna, one in which the raw mango is boiled and other in which the raw mango is roasted on open fire.

*The major ingredients used in Aam panna are as follows:*

- Raw Mango ( Kairi in local language)
- Sugar/Jaggery
- Rock salt
- Roasted cumin
- Water

### Recipe for preparation of Aam Panna

Ingredients	Quantity
Raw Mango	400 grams
Sugar/jaggery	350 grams/1.5 cup
Roasted cumin seeds	1 tsp
Rock salt	2 tsp
Water	2 litres

#### Procedure for preparations

- Take the raw mango and get it roasted or boiled as per your requirement. Both are good for preparation.
- Take off the skin of the cooked mango.
- Take the pulp out of the cooked mango.
- Milk the raw mango pulp and other ingredients well.
- Add water and mix well
- Serve cold

The flavour of the roasted mango would be different from the mango which has been boiled and used for the drink.

#### D. Panakam

Panakam is used as oral rehydration solution (ORS) in southern part of India. During summer southern part of India has a very humid climate, which leads to sweating of people. Because of sweating there is a huge loss of fluids and salt. Jaggery in its purest form is always a very good antidote for dehydration. Panakam gives in a taste of sweet and tangy. (Rajagopalan, 2018)

Jaggery is rich source of iron and potassium. The antioxidants in ginger make Panakam a healthy drink throughout the year.

It's a custom to prepare Panakam on the day of navami at Rama temple. It is ordered to god and then to people. (Swasthi, 2019)

The Main Ingredients for the preparations of Panakam are as follows:

- Jaggery
- Dry Ginger Powder
- Cardamom Powder
- Water
- Pepper Powder

#### Recipe

Ingredients	Quantity
Jaggery	4 tsp
Dry Ginger Powder	Pinch
Cardamom Powder	Pinch
Pepper Powder	Pinch
Water	2 cups
Lemon	Optional

#### Procedure for Preparations

- Mix water and Jaggery well, strain to remove all impurities
- Add all other ingredients and mix well
- Serve cold or at room temperature
- Addition of lemon is optional.

#### Conclusion

It is not wrong to say that Indian cuisine has a very rich heritage. All the welcome drinks which we are studying, even though these belong to different part of the country and far apart from each other, one thing which is common is that every drink which is served to the tourist or guest has a medicinal value.

Every welcome drink is prepared depending upon the climatic condition of the region, its local ingredients and religious beliefs. Whatever ingredients are good for the health of people is used for its preparations. Even with the passage of time and busy schedule of people, in today's world people are still conscious about what we are serving to guests on their arrival. Thus the word "Atithi devo Bhavo" we are treating guest equivalent to god by offering them the best.

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