

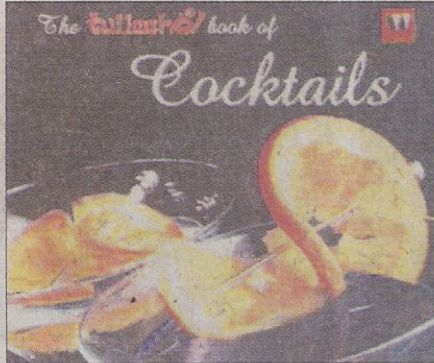
# Go tullee!

**Fresh flavour for the good old drink**

**WE** Indians love our beer and guzzle down generous quantities of the brew often. But not many of us are willing to experiment with different types of beer or styles of consumption—we rarely concoct beer with the various ingredients that go surprisingly well with both lagers and ales. Orange peel, lemon, honey, coriander and even Tabasco sauce and Jalapeno peppers go superbly well in a beer cocktail, and are quite renowned the world over, but we seem to be wary of flavourings when it comes to beer, and even other alcohols in general.

But all that is set to change with the coming of Tulleeho!, a company focused on beverage education and training. “We started the Tulleeho! website to review bars and pubs, as everyone was reviewing restaurants and food, but nobody was talking about alcohol. We started providing information about cocktails, home-bars and alcohol. We now do country-wide training in cocktails, wines, other spirits and also tea. We have even done tea tasting workshops with Hindustan Unilever,” said Vikram Achanta, co-founder of the company.

Today’s consumer does not want to depend on the creativity and knowledge of bartenders only for their drinks. They want to learn to make the cocktails themselves, and Tulleeho! offers cocktail workshops in the consumers’ homes itself. “People want to learn to make cocktails themselves. They might have had it at a restaurant or a pub, but they want to make it at their houses, like maybe something interesting to offer to their guests. So how do they do that without actually hiring a bartender? That is where we



show that it's not something very difficult to do, it's something which you can learn and perfect by doing it a few times yourself," explained Achanta.

Although the Indian cocktail market is not developed yet, it is surely evolving. Large segments of Delhi's consumer base might prefer their standard drinks, but now there is an increasing group of people who desire a cocktail, which is nicely balanced and has a good medley of flavours.

Tulleeho! has also recently launched its book of cocktails, as a single stop reference for anyone eager for the next innovative drink. “Ours is the first cocktail book in the Indian market with an Indian focus with Indian ingredients for the preparations. Most of the cocktail books available in the market are foreign publishers, so some ingredients used are often alien for Indian consumers, or might be difficult to get those ingredients. So we have written this cocktail book with a unique Indian perspective. Easy to make cocktails, local ingredients, perhaps even from your kitchen and easy to prepare. The book is meant for the Indian consumer who wants to get his hands dirty and make a cocktail,” said Achanta.

So the next time your drink tastes unexciting and dreary, consider the Tulleeho! aid and sound a louder “Cheers!” with a refreshing cocktail. ■ **MANIT MOORJANI**