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SEASON 01

Tasha & Girl

SPICED FRESH-FRUIT PRESERVES



A 100-year-old startup.

What is the secret behind the freshness? Why do these preserves remind us of our great-grandmother's cooking?

What makes us special?

Personal attention and focus on sustainable, local, and natural ingredients. Plenty of fruit, a hint of spice, and about half the sugar.

Life Lessons.

Remember, you live only once. So,
#Lickthespoon.

www.tashaandgirl.store



Probably India's Finest Preserves.

**Made with fresh fruit.
And a lot of heart.**

Name Tasha & Girl
Address 447/1, Gorhe Budruk, Donje Phata,
Singhghad Road, Pune, Maharashtra
411 025, India
FSSAI 21517181000168
GSTIN 27AIEPS4153L1ZV

In India, we are used to eating what would be classified as "Jellies" anywhere else in the world. It wouldn't be incorrect to state that Indians haven't yet been introduced to real jams and preserves at all, except when they have travelled abroad and marvelled at the difference such a seemingly insignificant condiment makes to their breakfast.

Tasha & Girl intends to bring the authentic taste of fresh-fruit preserves with a twist of spice to the Indian palate.

This brochure will help you choose from all our available flavours and decide which can be **your favourite!**

Tasha
& girl
& You

You want a story? Here's a story.

It was the early 1900s, and tea had become a big business in the North-Eastern parts of India. Scores of young English and Scottish men had migrated to the region to buy pieces of land and try their luck at tea-growing. Located in idyllic but lonely surroundings, these young men married British women, who came down to settle with them, bringing with them the 4 Cs that, along with language, make up the 5th C, that is Culture: their Customs, Costumes, Cuisines, and Curiosities. As they worked with the local Indian women and melted into the generous and all-encompassing Indian cultural pot, much of this was exchanged, refined, and reinvented.

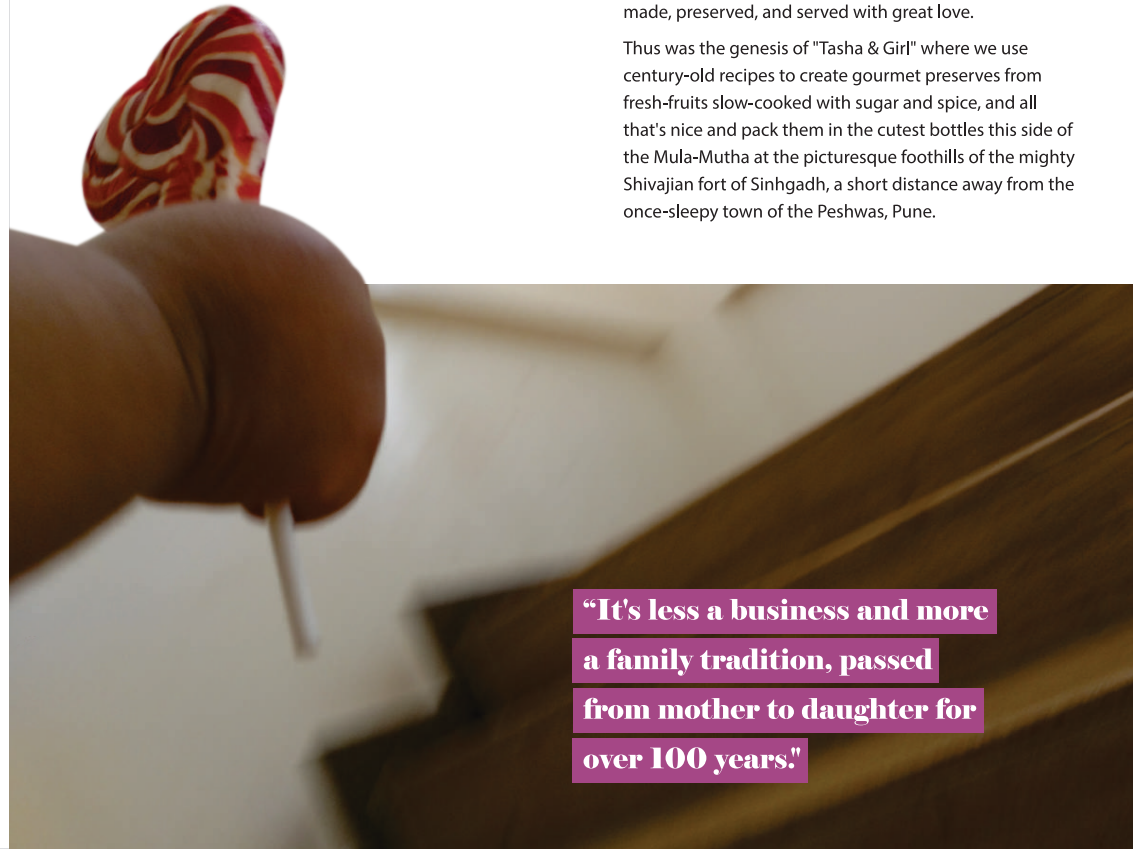
This is such a story.

Natasha's great-grandmother worked with ladies from England and Scotland in the early years of the 20th century. She was an educated woman who liked to write, and diligently took down recipes for jams, sauces, and various pickles, conserves, and preserves from these ladies. Though her notebook is lost in time, she taught these recipes to her daughter, who passed them on to hers, and so on, till we arrive in 2014, when Tasha (as Natasha is called) had a beautiful baby girl.

She named her Kymaia.

In August 2017, little Kym turned 3, and Tasha intends to pass on these recipes, with all their secrets, to her, keeping the long chain unbroken for over 100 years. "Tasha & Girl" is an outcome of this long tradition, filled with sweet and savoury food, cooked slowly, with fresh ingredients, and made, preserved, and served with great love.

Thus was the genesis of "Tasha & Girl" where we use century-old recipes to create gourmet preserves from fresh-fruits slow-cooked with sugar and spice, and all that's nice and pack them in the cutest bottles this side of the Mula-Mutha at the picturesque foothills of the mighty Shivajian fort of Singhghad, a short distance away from the once-sleepy town of the Peshwas, Pune.



**"It's less a business and more
a family tradition, passed
from mother to daughter for
over 100 years."**

Who makes up T&G?

The Team Behind The Preserves



The Cook & The Big Boss

Tasha is a 4th generation jam-maker. An alumna of Mayo College Girls School, and the daughter of a tea-planter, she has the freshness of the hills in her eyes and the palate of a professional tea-taster. Leaving behind a corporate life where she was part of the Learning & Development departments of MNCs, she is a dedicated mother and a passionate cook, especially when it comes to traditional recipes like jams, preserves, sauces, and pickles. She claims to be "just a worker" while literally having her name on every label.

No one dares disagree.

The All-Women A-Team

33 women, who quit well-paying jobs closer to their homes, to come and join the dream in a sleepy little hamlet at the picturesque foothills of the mighty fort of Sinhgad near Pune, these are the engine of the company. Each one of them has learnt and internalised preserve-making from Tasha, and each one puts in hard hours through the day (and sometimes, even later) to make the preserves taste as if they are made with equal parts fruit and love...because they are!

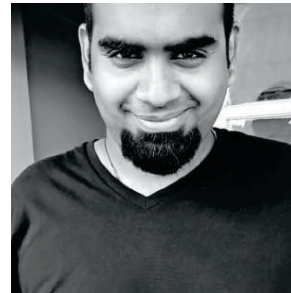
The Girl Who Makes It All Worth It

Kymaia turned 3 in August 2017, and has no clue what this is all about, except that she gets to eat delicious preserves every day. She makes it worth every sleepless night, every drop of sweat, and every day we spend away from her making preserves.

“Tasha makes the preserves. The girl makes them worth it. Everyone else helps.”

The Supporting Cast

The Team Behind The Team Behind The Preserves



The Designer-cum-Cool Dude

Karthik trained in architecture in India and Germany, but dabbled like a true polymath into everything from designing buildings to interiors to running cafes to managing cookie-making companies, to making & selling backpacks, to creating websites and designing products & packaging. He is behind the international look-and-feel of the brand that Tasha & Girl boasts of. He also thinks he is Batman. But then, anyone can be Batman.



The Salesman-cum-Accountant

Having started and led over 27 businesses in his 27 active years in the industry, Kedar loves startups and has consulted for media houses, fire safety companies, restaurant chains, accounting & legal practices, asset reconstruction companies, and a host of totally unrelated stuff not just because he can, but because he truly loves to. At Tasha & Girl, he is an unpaid consultant. Being the cook's husband and the girl's father, he has little choice in the matter.



The Brand

The Brand consists of the team and all its stakeholders: The **Customers** who love us so much, The **Vendors** and farmers who supply the high-quality material and the delicious, fresh produce we use in our products, The **Employees** who work hard to make all this possible, and The **Investors** who we managed to con into betting on this dream! Each has a role to play, and each role has a place in the brand's eventual, and inevitable success.



The Jam Works

At the works at Gorhe Budruk, overlooking the Sinhghadh fort, spread over 25,000 square feet is Kavita Farms, where the Tasha & Girl factory is located.

We work from November to June and have an installed capacity to produce upto 450 bottles a working day, or about 100,000 bottles per Season.

Season 2 will see an increase in our installed capacity to 4 million bottles per Season.



What makes us so good? No, seriously!

- Fruits with spice! Like nothing you have eaten before.
- 13 flavours to choose from: 4 Strawberry, 6 Mango, and 3 Fig flavours. You are indeed spoilt for choice! We would soon be adding Grape, Pineapple, and Orange flavours.
- Commercial jams have 1:1 ratio of fruit:sugar. Most of our preserves have 2:1, or well near that. So, twice as much fruit, half as much sugar.
- Highly polished, processed sugar uses Sulphur in the process and has traces of Sulphurous acid, which is known to cause asthma in children. We use only un sulphated sugar from a known brand (Madhur).
- Every fruit that we use is picked by our team, and not from cold storage. These fruits are bought directly from the farm. We know where our farmers live, where their children go to school, and how they like their tea (yes, we've had them over).
- The best fruits from the best places only. Our Strawberries are from Panchgani-Mahabaleshwar, our Mangoes (pure Alphonso only) from Ratnagiri, our Figs from Pune. In fact, even our spices come from the source. Ginger from Satara, Chillis from Akola, Black Pepper from Munnar. You get the idea.
- No preservatives, no added colours, no pectin powder, no "fruit-like" flavours. Nothing, in fact, that our 3-year-old cannot eat in the raw form. Indeed, it would be honest for us to say that we make preserves our 3-year-old can eat. And so can yours.
- Even with all of this, our preserves have an expiry date comparable with any other. They last for 24 months in ambient temperature before opening and then require gentle refrigeration (to be consumed in 8-10 weeks). In fact, our preserves (the recipes being of hilly origins) are best at 14°C.
- All preserves need time to mature and age, to settle and become the shiny, gooey stuff that bursts with flavourful energy inside your mouth. We actually print a BEST AFTER date on our bottles. We are the only ones to do that.
- In this brochure, you will see a tasting guide for our preserves. Each flavour has a top-taste, a base taste, and an aftertaste. Its sweetness and consistency is mentioned, as is what pairs best with it.

4 Fruits. 8 Spices. 14 Flavours.

**In seriously cute bottles.
And this is just Season 1.**



Our Customers & Us

We are a small group of people making small amounts of preserves in a small facility outside a smallish city. That does not mean our brand is any less in terms of quality, packaging, or customer service. We are competing for the taste buds of people who have travelled and have evolved palates. Any less than perfect and we'd get thrown into the bin. But come up to customer-expectations and the love that is showered is scary in its intensity. We have and continue to experience this from discerning but zealously loyal customers. Frankly, we are a bit overwhelmed.

Strawberries

From Panchgani-Mahabaleshwar

“

The Strawberry Lavender is surely a match made in heaven. Nice pulpy strawberry with lavender flowers. Nice and refreshing. I can't rave about the jams more, you need to eat them to believe them. I won't say taste, coz you can't just taste, just dig in and eat it all.

Danish Khan

”






Like a vivacious, extroverted red-head, Strawberries & Ginger can be your BFF, unless you are Tom Cruise, and you are through with red-heads for a while. But if you aren't 5'7" and into Scientology, you might want to give this one a spin.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	147
Total Fat(g)	0.2
Saturated Fat(g)	0
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	1
Potassium(mg)	107
Carbohydrates(g)	38.7
Dietary Fiber(g)	1.2
Sugars(g)	36.7
Protein(g)	0.4



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹249

Ingredients: Fresh Strawberries from Panchgani-Mahabaleshwar, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Shredded Ginger from Satara.

Colour: Pinkish brown

Bouquet/Aroma: Mildly spicy

Top Taste: Sweet-sour

Base Taste: Gingery

Aftertaste: Sharp and lingering

Texture: Smooth with bits of fruit

Sweetness: Moderate 

Consistency: Smooth and spreadable 

Tartness: Moderate 

Pairs Well With: Breads, filling for pound cakes, and tarts.

Note: Strawberry tends to discolour over time. This is perfectly natural and the preserves are fine to eat as long as they are refrigerated when opened.

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

**strawberries
& ginger**






Seriously, who knew? Lavender? We all expected the mangoes to make their mark with the kids. But for some reason, it's this one. Therefore, presenting: Strawberries & Lavender. Parent-tested. Kid-approved.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	145
Total Fat(g)	0.3
Saturated Fat(g)	0
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	2
Potassium(mg)	103
Carbohydrates(g)	38
Dietary Fiber(g)	1.3
Sugars(g)	36.1
Protein(g)	0.4



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹299

Ingredients: Fresh Strawberries from Panchgani-Mahabaleshwar, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Lavender extracted with love (and great care).

Colour: Burgundy


Bouquet/Aroma: Sweet and flowery


Top Taste: Sweet

Base Taste: Sweet with a mild lavender flavour

Aftertaste: Sweet

Texture: Smooth

Sweetness: Moderate-high 

Consistency: Smooth and spreadable 

Tartness: Moderate 

Pairs Well With: Breads, rotis, and in milkshakes.

Note: Strawberry tends to discolour over time. This is perfectly natural and the preserves are fine to eat as long as they are refrigerated when opened.

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

strawberries
& lavender





Strawberries and Mint sounds like a hit song from the 1960s, and has the same evergreen taste. Don't try to sing with your mouth full though. The preserves may fall out and then it's that much less for you...never a good thing, we say.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	142
Total Fat(g)	0.2
Saturated Fat(g)	0
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	1.0
Potassium(mg)	109
Carbohydrates(g)	37.1
Dietary Fiber(g)	1.3
Sugars(g)	35.0
Protein(g)	0.5



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹299

Ingredients: Fresh Strawberries from Panchgani-Mahabaleshwar, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Shredded Mint from our farm.

Colour: Rust

Bouquet/Aroma: Minty sweet


Top Taste: Sweet-sour


Base Taste: Minty

Aftertaste: Cool and sweet

Texture: Grainy with bits of fresh mint leaves

Sweetness: Moderate 

Consistency: Smooth and spreadable 

Tartness: Moderate-high 

Pairs Well With: Breads, with yoghurt, and as an ice cream topping.

Note: Strawberry tends to discolour over time. This is perfectly natural and the preserves are fine to eat as long as they are refrigerated when opened.

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

**strawberries
& mint**






A preserve for grown-ups with an evolved palate and a mature outlook towards fruit and spice...which would mean virtually no one we know. If that's you, please buy a jar and tell us what it tastes like.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	142
Total Fat(g)	0.2
Saturated Fat(g)	0
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	1
Potassium(mg)	112
Carbohydrates(g)	37.3
Dietary Fiber(g)	1.4
Sugars(g)	35.1
Protein(g)	0.5



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹249

Ingredients: Fresh Strawberries from Panchgani-Mahabaleshwar, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Crushed Black Pepper from Munnar.

Colour: Brown


Bouquet/Aroma: Mild peppery

Top Taste: Sweet-sour


Base Taste: Peppery

Aftertaste: Sweet-sour with a lingering spice at the back of the throat

Texture: Smooth with bits of fruit

Sweetness: Moderate 

Consistency: Smooth and spreadable 

Tartness: Moderate 

Pairs Well With: Breads, crackers, and with cheese cubes.

Note: Strawberry tends to discolour over time. This is perfectly natural and the preserves are fine to eat as long as they are refrigerated when opened.

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

**strawberries
& pepper**



Mangoes

From Ratnagiri

“

The Mango&Chilli was a surprise. Thick in consistency with flecks of chilli. I did not expect it to have a bite like it did and was very very happy. This goes on all my grilled meats now Finally, I said I would not share but made my wife try these jams and even though she is not a jam person, I can see her warming towards them. I just have to make sure I finish these jams before she gets her hands on them!!!

Abhishek Goyal

”






Mangoes and red chilli. Not raw mangoes like your grandmother's pickles. But ripe mangoes and chilli. Not for those who think preserves are all nice and sweet. Like the hands that made these, this one packs a punch.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	233
Total Fat(g)	1
Saturated Fat(g)	0.2
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	3
Potassium(mg)	421
Carbohydrates(g)	59.5
Dietary Fiber(g)	3.7
Sugars(g)	56.2
Protein(g)	2.1



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹299

Ingredients: Fresh Alphonso Mangoes from Ratnagiri, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Red Chilli from Akola.

Colour: Shiny saffron with red flecks

Bouquet/Aroma: Ripe Alphonso with a pronounced spicy fragrance

Top Taste: Sweet, with a spicy zing

Base Taste: Sweet with a hint of spice

Aftertaste: Hot burn at the back of the throat

Texture: Smooth with flecks of chilli seeds

Sweetness: Low-Moderate 

Consistency: Smooth and spreadable 

Tartness: Low-Moderate 

Pairs Well With: Rotis, toasts, and a sweet-spicy dip.

Note: The preserves may appear to "sweat." This is perfectly normal, and is due to the high acidic content in the Mango as a fruit (pH value: 3.40 – 4.80).

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

mangoes
& chilli






Clove love! Even Sindbad-the-Sailor loved them and traded in them. If you're the adventurous kind, like Sindbad, this preserve is for you.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	253
Total Fat(g)	0.8
Saturated Fat(g)	0.2
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	3
Potassium(mg)	347
Carbohydrates(g)	65.3
Dietary Fiber(g)	3
Sugars(g)	62.5
Protein(g)	1.7



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹249

Ingredients: Fresh Alphonso Mangoes from Ratnagiri, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Ground Cloves from Kerala.

Colour: Vibrant saffron with light brown specks

Bouquet/Aroma: Ripe Alphonso with a distinct clove fragrance


Top Taste: Sweet

Base Taste: Sharp

Aftertaste: Fresh

Texture: Smooth with grains of clove

Sweetness: Moderate 

Consistency: Smooth and spreadable 

Tartness: Moderate 

Pairs Well With: Breads, crackers, and is great with tea.

Note: The preserves may appear to "sweat." This is perfectly normal, and is due to the high acidic content in the Mango as a fruit (pH value: 3.40 – 4.80).

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

mangoes
& clove





“
Note: This product contains ginger, but no gin.”

Nutrition Facts

For Approximately 100g	
Calories(kcal)	244
Total Fat(g)	0.8
Saturated Fat(g)	0.2
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	3
Potassium(mg)	362
Carbohydrates(g)	62.7
Dietary Fiber(g)	3.1
Sugars(g)	59.8
Protein(g)	1.7



100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹249

Ingredients: Fresh Alphonso Mangoes from Ratnagiri, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Shredded Ginger from Satara.

Colour: Vibrant saffron

Bouquet/Aroma: Ripe Alphonso with a gentle spicy waft

Top Taste: Sweet and sour

Base Taste: Gingery

Aftertaste: Sweet-sour and subtly sharp

Texture: Smooth with bits of ginger

Sweetness: Moderate

Consistency: Smooth and spreadable

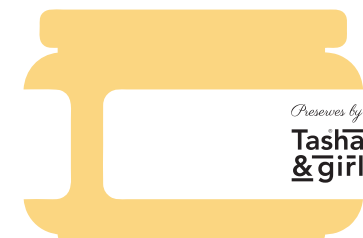
Tartness: Moderate-high

Pairs Well With: Breads, and as filling for pound cakes and tarts.

Note: The preserves may appear to “sweat.” This is perfectly normal, and is due to the high acidic content in the Mango as a fruit (pH value: 3.40 – 4.80).

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

mangoes
& ginger





Did you know that “Mint” derives its name from the Latin Mentha and is known in Greek mythology as the herb of hospitality? Well, now you do. Don't let that bother you, though, as you hide your T&G Mangoes-Mint jar from your guests.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	249
Total Fat(g)	0.7
Saturated Fat(g)	0.2
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	2
Potassium(mg)	319
Carbohydrates(g)	64.5
Dietary Fiber(g)	2.7
Sugars(g)	61.8
Protein(g)	1.5



100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹299

Ingredients: Fresh Alphonso Mangoes from Ratnagiri, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Shredded Mint from our farms.

Colour: Brownish orange

Bouquet/Aroma: Ripe Alphonso with a burst of mint

Top Taste: Sweet and fresh

Base Taste: Minty

Aftertaste: Cool

Texture: Smooth with bits of mint leaf

Sweetness: Moderate

Consistency: Smooth & Spreadable

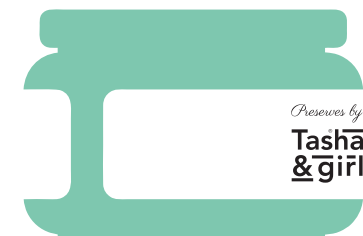
Tartness: Moderate

Pairs Well With: Breads, crackers, and as an ice cream topping.

Note: The preserves may appear to “sweat.” This is perfectly normal, and is due to the high acidic content in the Mango as a fruit (pH value: 3.40 – 4.80).

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

mangoes
& mint






Pure mangoes. For the purists.
No added flavours. Because.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	261
Total Fat(g)	0.8
Saturated Fat(g)	0.2
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	2
Potassium(mg)	348
Carbohydrates(g)	67.4
Dietary Fiber(g)	3.1
Sugars(g)	64.8
Protein(g)	1.7



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹299

Ingredients: Fresh Alphonso Mangoes from Ratnagiri, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Nothing

Colour: Goldenish saffron


Bouquet/Aroma: Ripe Alphonso

Top Taste: Sweet


Base Taste: Sweet-sour

Aftertaste: Sweet

Texture: Very smooth

Sweetness: Moderate 

Consistency: Smooth and spreadable 

Tartness: Moderate 

Pairs Well With: Rotis, pancakes, and in milkshakes.

Note: The preserves may appear to "sweat." This is perfectly normal, and is due to the high acidic content in the Mango as a fruit (pH value: 3.40 – 4.80).

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

mangoes
& nothing






Pepper was probably responsible for much fighting in the last 500 years. Makes you want to think before sharing this jar, though.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	247
Total Fat(g)	0.8
Saturated Fat(g)	0.2
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	3
Potassium(mg)	361
Carbohydrates(g)	63.7
Dietary Fiber(g)	3.1
Sugars(g)	60.7
Protein(g)	1.7



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹249

Ingredients: Fresh Alphonso Mangoes from Ratnagiri, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Crushed Black Pepper from Munnar.

Colour: Goldenish saffron with dark brown specks

Bouquet/Aroma: Ripe Alphonso with a hint of pungency

Top Taste: Sweet


Base Taste: Sweet-hot and spicy

Aftertaste: Mild peppery

Texture: Smooth with bits of pepper

Sweetness: Moderate 

Consistency: Smooth and spreadable 

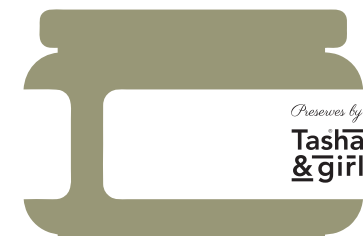
Tartness: Moderate 

Pairs Well With: Breads, crackers, and over cheese slices.

Note: The preserves may appear to "sweat." This is perfectly normal, and is due to the high acidic content in the Mango as a fruit (pH value: 3.40 – 4.80).

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

mangoes
& pepper



Figs

From Pune

“

Difficult to pick a favourite, but gun to my head - Figs and lime zest (of the 5 i have tasted). Love that the jams are actually jams and not fruit jelly pretending to be jams! And i'm so glad that they now deliver to Bangalore!! Yay!!

Jui Chitnis

”






Kids love the taste of this preserves. Teach them to share. Not you, though. One does not simply share a Figs-Cinnamon preserve.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	180
Total Fat(g)	0.2
Saturated Fat(g)	0g
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	1
Potassium(mg)	151
Carbohydrates(g)	47.7
Dietary Fiber(g)	1.9
Sugars(g)	45.4
Protein(g)	0.5



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ~~₹375~~ ₹299

Ingredients: Fresh Figs from Pune, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Ground Cinnamon from Sri Lanka.

Colour: Shiny brown


Bouquet/Aroma: Sweet

Top Taste: Sweet

Base Taste: Sweet with a hint of warm spice

Aftertaste: Warm and sweet

Texture: Grainy with bits of fruit

Sweetness: Moderate-High 

Consistency: Soft with chunky bits 

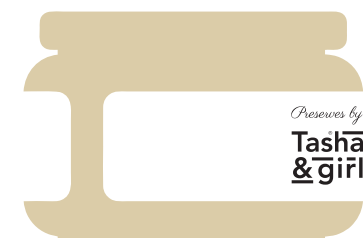
Tartness: Low 

Pairs Well With: Breads, french toast, and muffins.

Note: Figs are delicate fruit and need the gentle love of your refrigerator. Please refrigerate as soon as you open the bottle.

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

figs
& cinnamon





Marmalade for fig-lovers. 'Nuff said!

Nutrition Facts

For Approximately 100g	
Calories(kcal)	279
Total Fat(g)	0.6
Saturated Fat(g)	0.1
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	6
Potassium(mg)	409
Carbohydrates(g)	72.9
Dietary Fiber(g)	5.8
Sugars(g)	63.3
Protein(g)	1.9



100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹299

Ingredients: Fresh Figs from Pune, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Shredded Lime Zest.

Colour: Brownish with visible lime zest

Bouquet/Aroma: Very mild

Top Taste: Mildly sweet

Base Taste: Citrusy with a crunch

Aftertaste: Sweet-sour

Texture: Grainy with bits of fruit and lime zest

Sweetness: Moderate

Consistency: Soft with chunky bits

Tartness: Moderate

Pairs Well With: Toast, crackers, and in tarts.

Note: Figs are delicate fruit and need the gentle love of your refrigerator. Please refrigerate as soon as you open the bottle.

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

figs
& lime zest






Figs and Ginger sounds like a rom-com movie title, and is as light, refreshing, and easy to fall in love with. Try it on your first date. Just make sure you don't leave the jar behind when you sneak out in the morning...gingerly.

Nutrition Facts

For Approximately 100g	
Calories(kcal)	279
Total Fat(g)	0.6
Saturated Fat(g)	0.1
Trans Fat(g)	0
Cholesterol(mg)	0
Sodium(mg)	6
Potassium(mg)	409
Carbohydrates(g)	72.8
Dietary Fiber(g)	5.7
Sugars(g)	63.2
Protein(g)	1.9



 100% Vegetarian.
No Gluten.

Net Weight: 375g
MRP: ₹375 ₹299

Ingredients: Fresh Figs from Pune, Apple Juice, Real Lime Juice, Unsulphated Cane Sugar (Madhur brand), and Freshly Shredded Ginger from Satara.

Colour: Dull brown with specks of white


Bouquet/Aroma: Very mild to none


Top Taste: Mildly sweet

Base Taste: Gingery

Aftertaste: Sharp and lingering

Texture: Grainy with bits of fruit

Sweetness: Moderate 

Consistency: Soft with a few chunky bits 

Tartness: Low 

Pairs Well With: Breads, crackers, and whipped yoghurt.

Note: Figs are delicate fruit and need the gentle love of your refrigerator. Please refrigerate as soon as you open the bottle.

These preserves are made from hilly recipes and are best enjoyed at 14°C and consumed within 8-10 weeks of opening.

figs
& ginger



Still think all you can do with this is eat it on toast?



Milk Shakes

Add a spoonful (or two) of any T&G Mangoes (except the Mangoes-Chilli) or Strawberries preserve to a glass of milk & ice, and simply stir (or use a blender). Garnish with dry fruits or a sprig of mint (or even Indian Basil, the healthy *Tulsi*).

Hint: You can do this with *lassis* too.



Spreads

Spread your favourite T&G preserve on *rotis*, breads, buns, toasts, waffles, pancakes, even *dosas*!

Caution: Please do not do the last one in front of your South Indian friend if you value your life.



Dips

Add a spoonful of any T&G Mangoes or Strawberries preserve to a cup of Mayonnaise and top it with chopped chives or even coriander. Mix well. You have a dip to eat with crackers, french fries, soup sticks, lavash, or chips. You may replace the Mayo with plain or salted Yoghurt or even home-made white butter.

Psst: This works great with Mangoes-Chilli.



Filled Cupcakes

Top a cupcake or a plain *mawa* cake with a spoonful of T&G preserve (Figs work best here) and make a cupcake platter with different jams. You can also try cutting open a cupcake horizontally and lather the centre with the T&G preserve, then replace the top. Feed this to your kids.

Remember: They would be taking care of you in your old age.



Chaats

Add a couple of heaping teaspoons of T&G Mangoes-Chilli in bottled water, shake hard, add some *boondi* to it, and use it as *paani* in your *paani-puri*. Trust us, it's delicious! You may experiment with mixing some with the *imli* chutney that you have with your regular *chaat*. Yum!!



Healthy Post-Workout Snack

Put a spoonful of your favourite T&G preserve in a cup of yoghurt. Add a fistful of muesli (or even chopped dry-fruit). Refrigerate. Next morning, just after your workout, take it out, find a hiding place, mix well with a spoon, and eat. It is an entire breakfast. Healthy too!

Note: Do not forget to hide, unless you like sharing. We don't.



Infusions

Take a dollop of a T&G preserve (Mangoes-Chilli or Strawberries-Mint works best) in a large, wide-mouthed bottle. Pour a bottle of your favourite vodka or gin into it. Agitate well. Let it rest in the fridge. After 2 days, remove from fridge, agitate again, and pour through a sieve back into your vodka/gin bottle. Serve cold.

Note: Works best with the better vodkas and gins. So, make sure you don't force our sophisticated preserves to mix with the cheaper variety!



Meat Glazing

Use a brush to glaze your meat with a T&G preserve when you marinate it.



Desserts

Use it to save yourself a heap of work (and expense) when you have guests. Don't make dessert at all. Just buy a slab of vanilla or plain cream ice-cream and open up 4 or 5 bottles of T&G preserves. Let people help themselves to a scoop of ice-cream and top it with the T&G preserve of their choice (or even mix and match). Easy-peasy, right?



With Cheese

And wine, and crackers, and good music.

Note: T&G preserves love jazz, and rhythm & blues, and reggae (but of course!).

This space left blank to be filled by your imagination

Do you have any interesting and innovative recipes using T&G preserves? Write to us at recipes@tashaandgirl.store. Who knows, you may find yourself receiving some experimental stuff we ship up in our kitchens in our spare time.

What the world thinks...

“

Its quite a task to not finish all the jars in one day. Didnt know that a jam could also taste so awesome

Harshad Kolhatkar

”

“

Received the Jams today, barely tasted them that I am already thinking of hoarding lots more. I ordered 3 and all of them have turned outstanding Absolutely super fresh and tastes delicious ...pure and natural ... being jams none of them taste oversweet ... amongst the Mango & Nothing (is pure heaven in a jar), Mango & chilli (heaven with a hint of the devil) and Strawberries & Lavender (I am speechless) its difficult to decide which is the best!!!

Debita Mookerjea Ray

”

“

I am not really a jam fan as they are damn sweet but you guys changed my entire perception. This heavenly experience was worth every penny.

Neha Bachuwar

”

“

This jam is refreshingly different from the run of the mill jams we are used to. Just tried the Mango Chilli variant. The jam is so wonderful, no words can do enough justice to its awesomeness!!

Shrirang Gore

”

“

I'm never looking at any other brand ever, at least in India. Tasha & Girl have spoilt me silly. If I gain weight, it's all because of these evil jams.

Garima Gupta

”

“

Gifting jams for Diwali was a hit idea...amazing response from...Denmark, Canada and Dubai...

Pooja Sood

”

“

Have it with toast, have it with doughnut or just lick the spoon. But ...have it!

Sudha S Nair

”

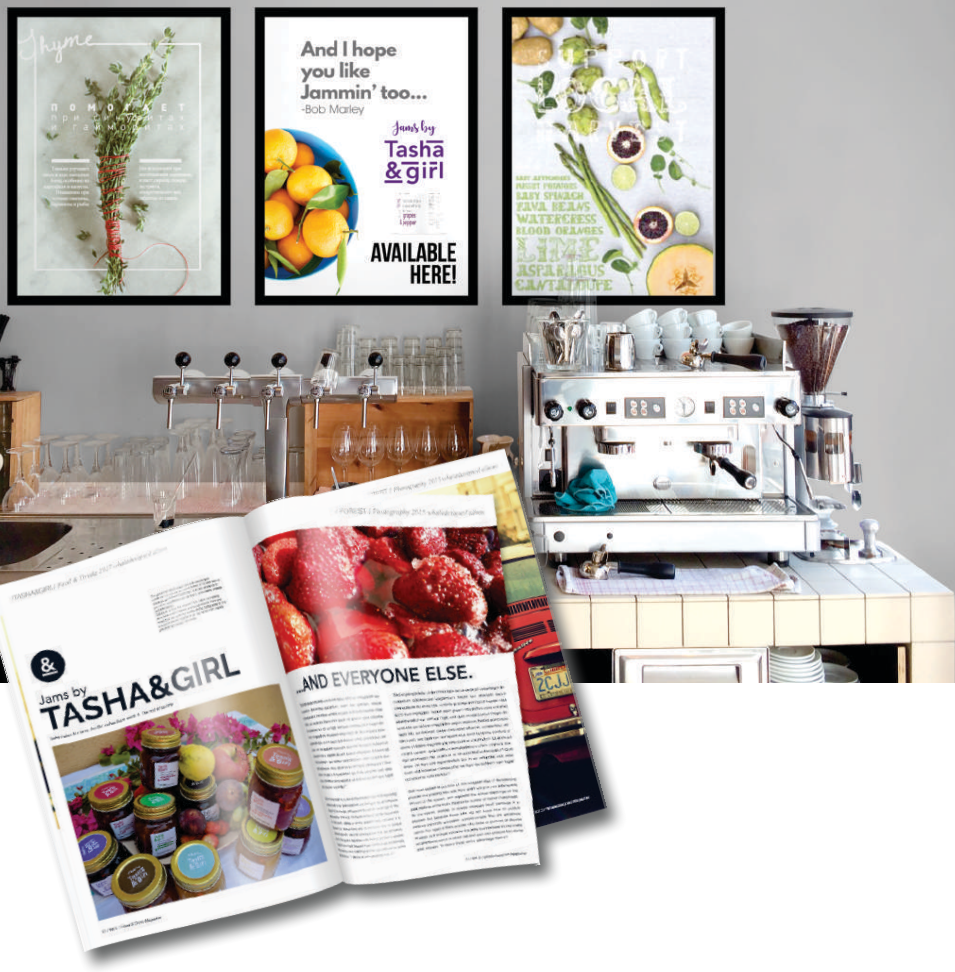


“

Why is there an option of only 5 stars !? What if I want to give 10! No wait ...maybe a 10000000. Super duper yummy jams!! The texture.. the smell...the taste... like no other Indian jam we've had before ! Finally feel like I'm having real jam.

Tina Malkani Gholap

”



Tasha & Girl launched on 12 June 2017 online, and was available purely on www.tashaandgirl.store for the initial period. Eventually, it was retailed by half a dozen online aggregators before going offline in December 2017, being retailed in Pune, Goa, Bengaluru, Chennai, Pudducherry, Kolkata, Shillong, Aizwal, Agartala, Imphal, Siliguri, Kalimpong, Darjeeling, Gangtok, and many other places. These fresh-fruit preserves would soon be available in other shops in your area as we launch Season 2. It is also available as part of the recipe in many cafes and restaurants across

India, where you will find dips, meats, salads, and shakes using Tasha & Girl preserves.

By Season 3, we intend to be available all across India and parts of the world in Europe and West Asia. Do keep a lookout for your favourite brand at your local store.

We are also launching new flavours in both sweet and savoury varieties every season. The best way to keep up with the latest news is to connect with us on our social media online.

**Tasha
& girl**
www.
tasha
and
girl
.store