

**WHERE IT ALL BEGAN** The Cheltenham Literature festival is the longest-running of its kind. It was launched in 1949 by George Wilkinson, a spa manager and author. John Moore in the town of Cheltenham.

**THE NUMBER GAME** In its ninth edition this year, the Tata Literature Live! will have a total of 120 writers and 15 performers participating from 10 countries in over 50 sessions.

**STILL A FREEBIE FOR ALL** The Jaipur Literature Festival, currently in its eleventh edition is the world's largest free festival. It has now built an international presence in New York City and Adelaide.

# Booze, bread and bass

Head to a craft beer and food truck festival where you can indulge in yum food, cold brews, and groove to eclectic music. Here are our top picks

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## Mead for pleasure

**1** The Good Vibes Festival, which premiered in April in Pune this year, is a two-day craft beer and food truck festival. Tied together with an intriguing set of indie music performances each year, the grand soiree makes its debut in Mumbai this month with its third edition, which is scheduled for the weekend at a newly opened open-space venue in Lower Parel. Even though there are many options to choose from to quench your thirst, the owner of Leo and Gang — a creative production unit which organises the festival — Tanmay Bahulekar tells us, “Moonshine Meadery is Asia’s first meadery, and their honey-based meads are a must try. They are based out of Pune and they are coming down for the festival.” Some of intriguing variants are bourbon oaked apple mead and guava chilli mead, he shares.



Tanmay Bahulekar



(Clockwise from top) scenes from an earlier edition of the festival in Pune

## Sound on, please

**2** Bahulekar and team roped in Mae Thomas from iTunes-listed indie music podcast Maed in India, who has curated the music for the event. “The musical experience had to spread good vibrations and resonate with the festival’s name. So, I got artists whose music I genuinely respect and fits the happy and upbeat prerogative,” Thomas tells us about how she went about selecting bands and musicians for the festival. “We’ve got some singer-songwriters who’ll warm you up along with your del-

icately crafted beers. And rounding off the evening are a couple of bands of varying genres to lift your spirits,” she adds. Mumbai-based popular blues rock band Coutto & Co, blues-pop singer-songwriter Joel Padikkal, Hindi rock band Pravaah, indie dream-pop band Fox in The Garden and Pune-based Hindi folk rock band Fiddlecraft will be some of the acts to watch out for.



(Left) Mae Thomas; (above) Sidd Coutto

## Truck loads of food

**3** “We want to bring the energy of a festival with the soul of a picnic, which is also why we chose to call it Good Vibes. And one thing is for sure, you do feel happy looking at food trucks. So, we will have a bunch of trucks ranging from The Waffle Truck to The Cuisine Truck, serving waffles and food spread across many

cuisines including burgers, pastas and more, respectively,” Bahulekar, who is also a musician, shares, adding that one of the USPs of the festival is the Pune-based Pizza Truck, which is a vegetarian-only venture offering run-off-the-mill margheritas as well as oddball variants like nachos and peppy paneer pizza.



## Stay tipsy

**4** With seven breweries serving 30-plus varieties of brews and one meadery, staying tipsy shouldn't be a problem. This is not all, Bahulekar tells us that the central arena of the festival space is occupied by a well-lit beer garden which has seating arrangements. “The idea is to allow people to chill at the garden with their beers while listening to music,” he says, adding that a new brewery called Hoppers that has recently acquired a brewery in Belgium will be offering enticing brews, alongside other well-known ones.

**ON** November 17 and 18, 12 pm to 10 pm  
**AT** Universal Square, High Street Phoenix, Lower Parel.  
**LOG ON TO** insider.in  
**COST** ₹300 to ₹999

## Health is wealth

Rejuvenate with these plant-based products from a new studio



## JUST OPENED

A NEW cooking academy that will serve as a yoga studio and a retail store is where you should be heading if the toxins and calories are bogging you down. Yogisattva is a gourmet organic health-based company that seeks to popularise plant-based foods.

Raveena Turani, owner and CEO at the franchise, is a trained raw food chef and an expert in plant-based and raw foods.



Speaking about her new project Turani said, “I started this three years ago with the sole aim of providing people with wholesome nourishment. What started out as making smoothies for my friends post an intense workout session is now a full-grown entity.”

**AT** Pinnacle House, PD Hinduja Junction, Khar West.  
**LOG ON TO** yogisattva.com

The Guide Team