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RESEARCH ARTICLE

TRADITIONAL BEVERAGES TRADING BY USING NATURAL HERBALS AND SPICES IN MADURAI IN TAMILNADU: A STUDY

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Abstract

Cultural heritage city Madurai is famous for its Dravidian style temple but also, renowned for traditional beverages and food. In the modern world, people commonly like more modern delicious cold and hot beverages easily available in the local market. In Madurai city of Tamilnadu state, the traditional drinks Gigarthanda, Paruthi Paal, Sukku Coffee, Melagu Rasam, and Aatukkaal Soup are available in fresh, healthy and nutritious drinks in the local shops and street vendors market. The functional drinks are incorporated with natural herbal medicine and spices materials such as cardamom, pepper, piper jongum, dried ginger, basil seeds, palm jaggery and cotton seeds. The ingredients incorporated in beverages cure the symptoms of cough, cold, headache, pain, vomiting, fever and indigestion issues. So, visitors from inside and outside Madurai in Tamilnadu and international tourists like the local beverages. Traditional beverages of different varieties are very popular and they can be liked by children to old people. Regarding the traditional beverages in Madurai city; by using natural herbals and spices, preparation available shops, the cost of the drinks and results we will discuss in detail.

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Introduction:-

India is the sixth richest cultural heritage country in the world and has a lot of tangible and intangible cultural heritage. For the development of the cultural heritage of the nation tourism department's contribution is an integral part of the society. The visitors spend their valuable time on traditional cultural heritage visits/trips for enjoyment. During the trip, if the food, beverages, accommodation, and transportation are at a satisfactory level then the entire trip is also happy with an enjoyable mood. Satisfied travellers are the brand masters of traditional food and beverage popularity. They extend the brand name to nooks and corners of the world. Many national and international tourists have visited South India and in future, it will be continued; particularly concerning the traditional cultural heritage city Madurai in Tamilnadu. 'Tamil country was ruled by the Pandya, the Chola, the Chera, the Pallava'¹ and the Nayaka dynasties under Vijayanagar rulers and others.² Madurai is located on the bank of the river Vaigai and once was called Kadambavanam. Also, the city called Malligai Maanagar, Naanmadakoodal, Koodal the Madurai.³ The city is hailed, as the Athens of South India.⁴ In Tamilnadu, Madurai city is located at 9.939093°N latitude and 78.121719°E longitudes. Madurai city is known for its uniqueness for its rich traditional fair, festivals, food and beverages. The incredible temple city Madurai is famous for its delicious food Bun Parotta, Spongey Idly (Malligai Poo Idly), Kari Dosa, Kola Urundai, Ayira Fish Curry (Ayira Meen Kulambu), Coconut Poli and Mullu Murungai Vadai. Also, famous for traditional cold beverages Gigarthanda, Elaneer Sarbath, Panneer &

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Ginger Soda; and hot beverages Paruthi Paal, Sukku Coffee, Melagu Rasam, and Aatukkaal Soup are famous for their rich taste. In the beverages the traditional herbs, roots, algae and herbal ingredients are incorporated. Regarding the famous traditional beverages in Madurai in Tamilnadu, we discuss them in the succeeding paragraph.

Aim of Research:-

This research aims to indicate the best traditional beverage trading in Madurai, an application that assists tourists in choosing famous traditional beverages, to popularise the heritage process further.

Methodology and Materials:-

For preparation, cooking methods and what ingredients are used in the famous traditional beverages in Madurai city, related research studies filed visits and discussion carried out at various traditional shops, petty shops, and reputed hotels in Madurai city. For more clarifications on the research study, published secondary data's from journals, magazines and website regarding Gigarthanda, Paruthi Paal, Sukku Coffee, and hot beverages Paruthi Paal, Sukku Coffee, Melagu Rasam, and Aatukkaal Soup related information are incorporated. Ayurvedic and traditional herbal materials usages and their vital health curing-related literature review were included in the research study. Also, beverages available in Madurai local market shops' names and details are included in the research.

Literature Survey:-

Agarwal R, (1985) and Bhuvaneswari, R., et al. (2005) says that the Indian systems of medicine use around 8000 kinds of plants and it consists of 33% of trees 32% of herbs, 20% of shrubs, 12% of climbers and a total of 3% of epiphytes, lichens, grasses, ferns and algae.^{5, 6} Madhavan, (Ed.) V.R. (1984) says that early Tamil literatures Thirikadukam, Sirupanjamoolam and Eelaathi have been says about herbal medicines. "Thirikadukam" is a combination of Sukku (dried ginger), Milaku (dried pepper) and Thippili (Piper longum) can be capable for healing the burden of mind and body. "Sirupanjamoolam" is a combination of five herbs mixture, i.e. Kandankathiri (Solanum Tacquini), Siruvazhuthunai (Solanum Indicum), Sirumalli (Coriander), Perumalli (Variety of Jasmine) and Nherunjci (Tribulus Terrestris). Another Tamil literature "Eelaathi" is combination of six herbal medicines Eelam (Cardamom), Lavangam (Eugenia Caryophyllata), Thakkoolam (English term not known); Milagu (Pepper), Thippili (Piper Jongum), Sukku (Dried ginger).⁷ This literature all says about herbs, health cures and care of human beings. These herbs are now used in many places by traditional/modern food and beverage preparation systems in the routine life of Tamil people in different ways.

Now, the modern cool sweet drink gigarthanda preparation basil seeds (known as Tulsi in India and are scientifically also known as *Ocimum basilicum*) almond gum are used. Mounika G, Maloo S. (2018) says that Jigarthanda sweet drink can be energizes the body.⁸ Basil seeds are a traditional medicine herbal. Cherian, R. (2019) says that basil seeds are an antioxidant and control boost immunity power and blood pressure; reduce weight;⁹ Singletary, Keith W says that Tulsi seeds relief of stress, gastrointestinal and kidney ailments.¹⁰ Jeyashri, (2019) says that the almond gum is rich in protein and useful to boost male vitality, gain muscle and increase body weight.¹¹ Kumar, Manoj. et al. (2019) found that the cottonseed-made nutritious hot beverage 'Paruthi Paal' has been traditionally used for treating various cold problems and predominantly in care for fever symptoms.¹² Subramani, T. et.al (2021) says that under optimized circumstances, cottonseeds reduce gossypol content during the milk-like extraction process.¹³ Satankar, V. et al. says that (2021) the protein-energy malnutrition problem countries now, consume cottonseed flour conceivably widely used as a protein-rich food component (e.g., included in baked goods, protein bars and pasta) for human beings consumption.¹⁴ Paruthi Paal or cottonseed milk can be used to look like cow's milk and is rich in protein energy. For hot drinks, Sukku coffee preparation Sukku (Dried ginger) is the main integrant. AL, Muhammad Rizky, et al. (2022) say that Sukku Coffee is a family business in the food and beverage industry.¹⁵ Annavarapu, Sneha. Et al. (2018) says that Sukku coffee is a non-caffeinated hot beverage.¹⁶ Sukku (Dried ginger) is also known as Vidamoodya amirtham, Mahaouditham, Sowpannam, Koodathagam, Navasuru and Arukkan in Tamil language. Nadkarni, KM. (1908); Ratnakrisnanan, P. (2005) and Jeyaweera, D.M.A. (2006); says that Scientific name of Sukku is *Zingiber officinale*. Dried ginger cures throat problems, cough, fever, headache, pain, vomiting, indigestion, asthma, and cholera complaints.¹⁷ Vengaiah, PC. et al. (2013) Sated reported that Palm jaggery contains 65 to 85 % sucrose content and has 5 to 15 % reducing sugars.¹⁸ Vijay, L., et al. (2022) state that in India, palm jaggery is used in Ayurvedic and traditional medicine preparations. It can reduce the ability of lung cancer.¹⁹ Attukal soup (Goat Leg Soup) is a delicious hot soup. It is an excellent remedy for knee pain and strengthening the bones and joints. Melagu Rasam incretions peppercorns and other spices having improves metabolism and offer various health-supportive aspects.

Traditional Beverages In Madurai:-

(A) Gigarthanda:

Famous summer drink Gigarthanda or Gigarthanda is the best beverage originating from Madurai City in Tamilnadu.²⁰ People love the Gigarthanda for various reasons. Gigarthanda is a refreshing drink and helps beat the heat, during scorching weather. Visitors and locals feel Gigarthanda is a cultural symbol of Madurai. Chewy Badam Pisin, creamy ice cream, and the smoothness of milk make Gigarthanda an enjoyable beverage. It is loved by the people because of experimenting with various toppings, adding different syrups, and adjusting sweetness. 'To prepare Gigarthanda drink, Badam Pisin (Almond Gum), Chilled Milk, Vanilla Ice Cream, Sugar or Sweetened Condensed Milk, Nannari Syrup',²¹ Chopped Pistachios Nuts or, almonds Nuts or, Cashews Nuts) Basil Seeds, soaked in water are the primary ingredients. Soak Badam Pisin for about 8-10 hours to become resemble transparent jelly. Prepare dilute Nannari Syrup, Soak the basil seeds in water for about 30 minutes then drain. Chilled milk, the soaked and swollen Badam Pisin, sweetened condensed milk, Nannari Syrup, and soaked basil seeds are mixed well to prepare Gigarthanda. Then add ice cream, scoops of vanilla ice cream, and garnish to drink Gigarthanda. It is a healthy food. Almond Gum (Badam Pisin's fiber aids in digestion. Milk provides calcium, protein, vitamins (such as vitamin D), and minerals beneficial for bone health. Nuts are beneficial for heart health. Basil Seeds also known as sabja seeds are rich in fiber and aid indigestion. 'Rose, pine apple and Nannari Syrup are different colours of Gigarthanda beverages',²² available in the local places of Madurai city. The 200 ml cold Gigarthanda drink costs 40 to 120/- Rupees. Hanifa Gigarthanda at Vilakkuthoon;²³ Famous Gigarthanda at Pallivasal Street;²⁴ Gobi Gigarthanda, at Vandiyur Mariamman Teppakulam; New Gigarthanda stall near Meenakshi Amman temple; Amma Mess and Murugan Idly Kadai is very popular for Gigarthanda in Madurai. Also, many petty shoppers and four-wheel cycle temporary shoppers sell the Gigarthanda throughout Madurai city at the lowest cost.

(B) Illaneer Sarbath:

The delicious summer drink Illaneer Sarbath, also known as Tender Coconut Water Sarbath, is popular in Madurai city in Tamilnadu. It is known for its taste, hydration properties, and potential health benefits. Ingredients of Illaneer Sarbath are tender coconut and tender coconut flesh, add lime juice, mint leaves, ice cubes and nannari sarbath syrup (Sarsaparilla or Hemidesmus Indicus). Tender coconut water is rich in electrolytes and replenishes the body's fluids. Tender coconut water contains vitamins, potassium, magnesium, calcium, amino acids, enzymes, and antioxidants. It helps in boosting immunity. Summer drink Illaneer Sarbath contains calories. Illaneer Sarbath is more essential during summer. It is for its natural, refreshing, and hydrating properties.²⁵ In Madurai city, near Tamil Sangam road over 50 years a tender coconut sarbath shop famous beverages²⁶ and explain the traditional cultural heritages of the city.

(C) Ginger Soda:

Ginger soda boasts flavour and offers a refreshing and tasty beverage experience. Ginger traditionally aids digestion and alleviates gastrointestinal discomfort. Ginger-based beverages are associated with traditional remedies. Ginger soda, made with soda water contributes to hydration. Ginger aids digestion and alleviates gastrointestinal discomfort. Ginger and Lemon contain antioxidants that combat oxidative stress, reduce the risk of chronic diseases and protect cells from damage. Consuming ginger helps to reduce inflammation in the body. Homemade ginger soda helps maximize the health benefits. Ginger soda ingredients are Fresh Ginger, Sugar or Honey, Water, Lemon Juice, lemons, Club Soda or Soda Water, Ice Cubes, and Mint Leaves. Ginger contains bioactive compounds like gingerol that aid digestion, reduces nausea, alleviate muscle soreness, and support immune health. Lemon juice rich in vitamin C, flavonoids and other phytonutrients, helps in collagen production, and iron absorption. Lemons also contain flavonoids and other phytonutrients that contribute to their health benefits.

(D) Panneer Soda:

Panneer Soda (the essence of roses) otherwise called Goli Soda, a carbonated beverage, is a favourite and energising drink in Madurai city available in Codd-neck bottles. Now, various varieties are available on pet bottles in the local market in Madurai. Its ingredients are Club Soda or Soda Water, Lemon Juice, Sugar or Sugar Syrup, Rose Syrup, Ice Cubes and Mint Leaves. Other bottle products of Paneer Soda are delightful homemade and are available in the local market. Lemon Juice contains vitamin C and supports the immune system. Rose syrup, enhances the drink's taste and aroma. It is appreciated for its distinctive taste. It is cherished for its cooling effect. It's perceived to quench thirst and provide relief from heat. It's present in social and cultural occasions. It has an aesthetic and attractive appearance. Once it was very popular, it now after the entry of modern beverages its production is down. However, many poor customers still bring and drink the 'Sri Mappillai Vinayagar Panneer Soda in rural areas for

more than a century.²⁷ Also, Kalimark soda product of 'Vibro' is available in local market of Madurai city at the rate of Rupees 13/-

(E) Paruthi Paal:

Madurai is also famous for Paruthi Paal²⁸ which is known as cotton seed milk. Paruthi Paal is a highly nutritious beverage. Due to an integral part of traditions, prepared in home and during festivals, special occasions, and cultural ceremonies, Paruthi Paal roots in Madurai as Cultural heritage. It gives the 'healthiest drink which is mostly used for medicine of clod and cough'²⁹ in rural villages of Tamilnadu. Cotton seed milk and spices are extremely nutritious, and their fiber content offers digestive benefits. For preparation of the traditional process of Paruthi Paal, soak cotton seeds in water at room temperature. The soaking seed was blended and the slurry was filtered with the help of muslin cloth. Cotton milk has boiled and includes powdered organic palm jaggery and Chopped Nuts. At final stage included cardamom powder and dried ginger powder. For natural colour, some Madurai city shops include saffron strands and for better taste include coconut blended. The hot drinks is stored in copper vessel. It has regional significance. As it is often served during celebrations, religious ceremonies, and gatherings, it is symbolizing community unity. It adds cultural richness to Madurai city. Cotton Seeds contain protein, dietary fiber, and various minerals for digestion. Organic palm jaggery (Karuppatti/Panai vellam) contains Potassium, Iron, Vitamin-B1, B2, B3 and B6 and Zinc minerals. Cardamom contains antioxidants to aid digestion. Saffron is rich in antioxidants and used for its medicinal process. When family member suffering clod and cough this traditional hot drink prepared and distributed in villages of Tamilnadu. 'Paruthi Paal acts as an antioxidant and prevents stomach ulcers and heart-related issues. Cotton seeds have oleic oil acid which helps to increase good cholesterol and boost activity in the long run, reducing the bad cholesterol'³⁰. So this beverage is healthy for human beings it is available at the cost Rupees 15/- per cup approx 200 ml.

(F) Sukku Coffee:

Sukku Malli Coffee is the traditional beverage of Madurai city. It is also known as Sukku Coffee or Dry Ginger Coffee and herbs and holds a cultural heritage. Ingredients of sukku malli coffee are Dry Ginger (Sukku), Coriander Seeds, Cumin Seeds, Peppercorns, Fennel Seeds, Cardamom Pods, Jaggery or Palm Sugar, Water and Tulsi (Holy Basil) Leaves. Sukku (dry ginger) has various medicinal properties, including aiding digestion, reducing inflammation, providing warmth during the cold season, and relieving cold-related symptoms. The Sukku Coffee ingredients of dry ginger are very helpful for digestion. Coriander seeds contain antioxidants and are associated with anti-inflammatory reducing bloating and aiding digestion. Cumin seeds help alleviate digestive discomfort and stimulate enzyme secretion. Peppercorns contain antioxidant and anti-inflammatory properties and improve gut health. Fennel seeds have antimicrobial and anti-inflammatory properties to aid digestion and alleviate gas or bloating. Cardamom has antioxidant and antibacterial properties and alleviates stomach issues. Jaggery or Palm Sugar contains iron content and a lower glycemic index. Overall, Sukku Coffee is a healthy- beverage. During festivals or religious ceremonies traditional method, Sukku Coffee is prepared. It is a 'non-caffeinated hot beverage sukku coffee'³¹ is associated with the maintenance of overall well-being. Sukku Coffee is a culturally significant cherished beverage, Sukku Coffee should be taken on an empty stomach in the morning, it improves metabolism and help in weight loss. In Madurai city, 'Chendur Karupatti Coffee Shop'³² and Johns Sukku Coffee Shop are famous for Sukku Coffee³³ at the rate of Rupees 27 per cup. Rajam Sukku Coffee powder is manufactured and sold by readymade 50 grams per packet in Madurai.³⁴

(G) Melagu Rasam:

Many households, passing through the generations preparing the Rasam. It is the comfort food during the cold weather and can help alleviate cold symptoms and aid digestion as because of the presence of ingredients like black pepper, cumin, and asafoetida. Melagu Rasam can be consumed as a soup and consumed with rice especially after indulging in a heavy meal. Melagu Rasam is emotionally connect with South Indian culture. It is one of the cherished dishes of the people. Melagu rasam ingredients are Black Peppercorns, Cumin Seeds, Coriander Seeds, Toor Dal (Split Pigeon Peas), Red Chili, Tamarind, Tomato, Curry Leaves, Asafoetida (Hing), Turmeric Powder, Salt, Water, Coriander Leaves, Ghee or Oil, Mustard Seeds, Cumin Seeds. The black peppercorns contain piperine, known for its antioxidant and anti-inflammatory properties, aid in improving digestion and boosting metabolism. Cumin seeds stimulate enzyme secretion and aid in digestion. Coriander seeds contribute to overall gut health. Tamarind contains vitamins, minerals, and dietary fiber for digestion. Turmeric contains curcumin, and support immune function and overall well-being. Curry Leaves have antioxidants and anti-inflammatory properties for gut health. safoetida contain digestive properties and alleviate digestive issues and reduce bloating and gas. Tomatoes contain vitamin C, lycopene, associated with heart health. Coriander leaves (cilantro) contain antioxidants and

antibacterial properties and good source of vitamins and minerals. The combination of black peppercorns, cumin seeds, coriander seeds, and other aromatic spices in Melagu Rasam creates a tantalizing taste. Melagu Rasam, as having anti-inflammatory and antioxidant properties, improves metabolism, and Black peppercorns and other spices in Melagu Rasam offer various health-supportive aspects.

(H) Aatukkaal Soup:

Aatukkaal Soup is valued for overall health and well-being. "Aatukkaal Soup" or "Aatukkaal Paya" or "Goat Leg Soup"³⁵. The ingredients are Lamb Bones or Goat Bones, Water, Onion, chopped Tomato, chopped Garlic, minced Ginger, minced Curry Leaves, Peppercorns, Cumin Seeds, Coriander Seeds, Turmeric Powder, Salt, Coriander Leaves, Oil or Ghee. Aatukkaal Soup, also known as Goat Leg Soup, is a traditional remedy for ailments. Due to the nutrients and collagen released from the bones, Aatukkaal Soup boosts immunity, and aid digestion. Aatukkaal Soup can be used as soup and served alongside rice or bread dish. Many households, prepares Aatukkaal Soup with traditional methods. Aatukkaal Soup contains collagen, gelatin, amino acids, and minerals like calcium, magnesium, and phosphorus obtained from the meat help for joint health, skin, hair, nails, and gut health and overall body function. The aromatic ingredients like garlic, ginger, onions, tomatoes, and spices offer various health benefits. Ginger and Garlic in Aatukkaal Soup support the immune system and improve heart health. Peppercorns, cumin seeds, and coriander seeds used in the soup contain antioxidants and anti-inflammatory properties. Black pepper, enhance digestion. Due to the presence of bone-derived nutrients, Aatukkaal Soup, is relatively low in carbohydrates and calories. Aatukkaal Soup, contribute to hydration and warmth. 'In Madurai Konar Soup petty shop famous for the Aatukkaal Soup nearly a quarter century'³⁶ Dindigul Thalappakatti Biriyan Hotel also famous for half century³⁷ for Aatukkaal Soup and Biriyan.

Findings:-

In the evening, near the railway station, bus stand and other people crowded places of Madurai city, four-wheeled petty cycle shoppers selling the Paruthi Paal. During the field enquiry, customers said that daily wages, low-income wages who suffering cold cough and fever have taken three days this hot drink, the illness symptom be cured. Paruthi Paal mixing palm jaggery is more expensive as compared to sugarcane jaggery. Most of the customer says, that when they live in villages they prepare homemade Paruthi Paal. But they migrated to the city, whenever requirement they purchased from the local petty shop. Women with having new babies like the palm jaggery Paruthi Paal frequently used for good health and enhanced feeding capacity for the babies. Popular summer drink Gigarthanda consuming customers are children and youths. During the field visit, the author researcher conducted interviews with customers at the Famous Gigarthanda shop near Pallivasal Street in Madurai, women said that they liked Gigarthanda cooling the body and curing monthly related issues and useful for the growth of hair. Aatukkaal Soup is liked to drink by mason workers, low-income people and other daily wages of the local city for body strength. The traditional beverage Sukku Coffee is liked by all people but they don't like to procure in road shops because of hygienic purposes. So they purchased various brands of Sukku coffee powder in the local market and liked homemade Sukku Coffee for digestion-related problems in cold weather or rainy sessions. Melagu Rasam prepared by homemade like soup and its ingredients to overcome digestion issues. To beat the gastric-related issues Ginger Soda and Panneer Soda beverages are used by the Madurai City people.

Result:-

With out much effective advertisement the beverages are popular in city at an economical rate. Among the traditional drinks in Madurai city, Jigarthanda is very popular in the youth circle. Melagu Rasam is taken during lunch and dinner times and is also available in all hotels in the city. At the same time Paruthi Paal, Sukku Coffee and Aatukkaal Soup are available mostly in the evening from 5.30 to 9.30 P.M at the local market. It cure symptom of some normal illness.

Recommendations:-

The preparation of these drinks, a hygienic and sanitized situation is most important. However, mostly these petty shop are located nearby on crowded and people frequently roaming places. So, a proper, a common with hygienic preparation solution and selling strategy should be needed for street vendors.

Conclusion:-

Traditional cold beverages Jigarthanda, Elaneer Sarbath, Panneer & Ginger Soda; and hot beverages Paruthi Paal, Sukku Coffee, Milagu Rasam, and Aatukkaal Soup are mostly available in Madurai city petty shops. The traditional

cold beverages are available in Madurai city in all places and wherever a crowded place particularly the market, Railway station and bus stand. These drink shops can be everyone very easy to find in the market. For the preparation of these beverages traditional herbal spices are used. So, these spices are healthy for health, have incredible taste, flavouring and preservation agent which are widely used in Indian cooking systems. Also, it cures the preliminary symptoms of cough, cold, fever, and indigestion issues by using it twice a day for at least three days. Because of the local popularity of the cold beverage Jigarthanda in Madurai city, many small local vendors established shops in various cities in Tamilnadu, and its growth has created self-job opportunities for middle-class people. During the COVID-19 period, Paruthi Paal, Sukku Coffee and Milagu Rasam homemade preparation and consumption reached their peak in throughout Tamilnadu.

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