

SUMMER FRESH

Thursday, May 29, 2025

SIZZLE SMART

How to stay nourished and energized in scorching summer

By Fathima Shouli

With the summer sun climbing higher over Qatar, the heat is becoming impossible to ignore. Temperatures are expected to soar past 45°C in the coming weeks—especially during June and July—making even simple daily routines feel exhausting. But beyond the sweat and sunburns, the intense heat can also quietly disrupt our eating habits, energy levels, and overall well-being.

"Summer isn't just a season—it's a stress test for our daily routines," says Dr. Salma Ghonim, a seasoned clinical dietitian who has been working across Qatar for years. She reminds us that summer wellness doesn't require perfection. "It's about being kind to yourself and starting small. Hydration, regular meals, and light, balanced food choices can make a big difference," she advises.

A holistic approach to wellness

Dr. Salma's approach to nutrition is rooted in science but deeply empathetic. With extensive experience in Qatar's healthcare and wellness scene, she has cultivated a style that respects the emotional, cultural, and practical dimensions of well-being.

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As summer temperatures soar, clinical dietitian Dr. Salma Ghonim offers practical and compassionate strategies to stay nourished, hydrated, and energized in the heat



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Beat the
Heat
Cool down with Dandy Ice Creams



Midweek Magic:

Chocolate Banana Sundae with Dandy Bon Bon Ice Cream



Need a quick dessert that feels like a celebration but uses only what's already in your kitchen? This Chocolate Banana Sundae with Dandy Bon Bon Ice Cream is your go-to treat. Dandy's Bon Bon Ice Cream — premium vanilla ice cream coated in a thick chocolate shell — is already a dessert on its own, but with a few extra steps, you can turn it into something truly indulgent.

Ingredients (Serves 2)

- 2 Dandy Bon Bon Ice Cream cubes
- 1 ripe banana, sliced
- 2 tablespoons chocolate syrup or melted chocolate
- 1 tablespoon crushed nuts (optional)
- Whipped cream (optional)

Method:

1. **Slice the banana** and arrange the pieces in a serving bowl or plate.
2. **Unwrap the Dandy Bon Bon Ice Cream**, Bon Bon is a cubical shaped



bite sized product so no need to cut it just unwrap it and use it.

3. **Place the Bon Bon cubes** over the banana slices.
4. **Drizzle chocolate syrup** on top generously.
5. **Sprinkle crushed nuts** for added crunch (optional).
6. **Add a swirl of whipped cream**, if you are feeling fancy — and serve immediately.

Why It Works:

This dessert plays with textures and temperatures — cold and crunchy Bon Bon Ice Cream meets soft, sweet bananas and warm chocolate drizzle. It's simple, satisfying, and fun to put together with kids or guests.

No blender, no oven, no fuss. Just a few everyday ingredients and your favourite Dandy Bon Bon Ice Cream turn into a treat that looks and tastes like something from a café.



Chocolate Chip Ice Cream Milkshake

Made with Dandy Premium Ice Cream Chocolate Chip

Craving a decadent treat? This Chocolate Chip Ice Cream Milkshake, made with the creamy and delicious Dandy Premium Ice Cream Chocolate Chip, is the perfect indulgence for any occasion. Here's how you can make this dreamy, chocolatey milkshake at home.

Ingredients:

- 2 scoops of Dandy Premium Ice Cream Chocolate Chip
- 1 cup of whole milk (or your preferred milk)
- 1 tablespoon of chocolate syrup (optional for extra chocolatey flavour)
- Whipped cream (for topping)
- Chocolate chips or shavings (for garnish)
- A maraschino cherry (for a classic touch)

Method:

1. **Blend the Base:** In a blender, combine 2 scoops of Dandy Premium Ice Cream Chocolate Chip with 1 cup of whole milk. For an extra chocolatey kick, add a tablespoon of chocolate syrup.
2. **Mix Until Smooth:** Blend everything together until the mixture is creamy and smooth. Adjust the milk if you prefer a thinner or thicker consistency.
3. **Serve the Shake:** Pour the milkshake into a tall glass.
4. **Top It Off:** Add a generous swirl of whipped cream on top, sprinkle with chocolate chips or shavings for a bit of texture, and finish it off with a maraschino cherry for that perfect finishing touch.
5. **Enjoy:** Sip and savour the delightful combination of creamy ice cream and rich chocolate chips in every bite.

This milkshake is the ultimate treat for chocolate lovers. You can even customize it by adding extra toppings like crushed cookies or sprinkles. Perfect for a hot day or when you need a sweet escape.

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"Every individual is unique—not just biologically, but also emotionally and culturally," she explains. "I try to look beyond calorie counts and into real-life patterns, motivations, and challenges. That's what makes my approach holistic and science-driven."



Dr Salma Ghonim

Her journey into the field began at a young age. "I was always fascinated by how food impacts both physical and emotional well-being," she recalls. A personal experience—watching her grandmother manage diabetes with insulin injections—fuelled her curiosity even more. "I kept wondering if there was anything I could do to help," she says. That question led her to clinical nutrition, where she now combines evidence-based science with personalized care to help people regain control over their health.

Currently, Dr. Salma designs individualized nutritional plans and provides support in integrative wellness settings—offering access to gyms, therapeutic tools, and lifestyle coaching. Her key focus areas include weight management, metabolic health, and sustainable lifestyle changes.

Common nutritional challenges

"In Qatar, many of my patients come in with concerns like weight issues, insulin resistance, PCOS, thyroid disorders, or hypertension. But what's encouraging is the growing interest in long-term, sustainable changes. More people are moving away from crash diets and quick fixes," she shares.

The summer season, however, often throws even the most well-intentioned routines off balance. Long, hot days can lead to skipped meals, energy crashes, and cravings for sugary or salty snacks. Dr. Salma's advice? Reset gently.

"Be kind to yourself first, then start small. Hydration, regular mealtimes, and light, balanced food choices can work wonders. And remember—it's always okay to restart, without pressure," she says.

A cool and nourishing summer smoothie

One of Dr. Salma's favourite ways to beat the heat is a refreshing, nutrient-packed smoothie. Her go-to blend includes frozen berries, Greek yogurt, chia seeds, mint, and coconut water.

"It's hydrating, rich in antioxidants, and high in protein," she explains. "Plus, it's easy to adjust based on your taste or dietary needs."

For those who feel overwhelmed by the idea of staying healthy during the summer, Dr. Salma suggests keeping it simple. "Swap sugary drinks for infused water. Replace heavy meals with light bowls packed with protein and vegetables. Even a 10-minute walk or a few stretches during your break can lift your energy," she says. "Simplicity works."

The Future of nutrition

Looking ahead, Dr. Salma believes dietetics is moving toward more personalized and sustainable practices. "With advancements in genetics, gut health research, and digital tools, nutrition is becoming increasingly tailored to individual needs. There's also a rising awareness of climate-friendly eating and the importance of culturally adaptive dietary plans," she explains.

She sees the role of dietitians evolving—from meal planners to long-term wellness partners. "We're here not just to help people eat well, but to help them live well—consistently and confidently."

Wellness in a busy world

Dr. Salma's final takeaway is both reassuring and empowering: "Focus on small, consistent actions that naturally fit into your routine. Health doesn't need to be perfect—it just needs to be a priority."

She encourages readers to keep a water bottle nearby, prep simple meals ahead of time, and carve out short moments to move throughout the day. "Even five or ten minutes matter. Over time, those little habits build a strong foundation—especially during the busiest and hottest seasons of life."

As Qatar continues to heat up, Dr. Salma's guidance offers more than just practical advice—it's a reminder that summer isn't just about surviving the heat. With a bit of planning, self-compassion, and smart choices, it's also a chance to nourish your body, reset your habits, and stay energized all season long.



FROM SHELF TO SOUL

How storytelling shapes today's food & drink brands

The Food & Beverage landscape in Qatar and the Gulf region has transformed dramatically over the past decade. Dining has evolved from a necessity into a full-fledged cultural experience. Today's consumer, driven by growing disposable incomes, international travel, and an ever-expanding social media feed, demands more than just a meal.



Lauren Fryer, Founder & CEO, Muse

We sat down with Lauren Fryer, Founder and CEO of MUSE Media, a full-suite integrated marketing and communication agency working across the MENA region with extensive experience servicing the hospitality and F&B sectors in the Gulf, to understand how brands can truly win hearts.

She says, "In this crowded marketplace, success no longer comes from just serving good food at competitive prices." Today's customer craves authenticity, a compelling backstory, and "Instagrammable" moments that resonate long after the last bite. According to Lauren, brands that embrace storytelling rise above the noise.

"With rising global exposure, consumers increasingly care about the 'how' and 'why' behind their food choices, not just the 'what' and this shift has made storytelling crucial for food brands looking to stand out."

The recipe for authentic stories

Successful food narratives in the Gulf share several key ingredients. Authenticity tops the list, with consumers shifting toward brands that highlight genuine origins or a founder's passion. The old playbook of purely promotional campaigns, led only

by food images has lost its edge. "Discounts and flashy billboards still work to an extent," she admits, "but the brands that stay top-of-mind are those weaving narratives around family legacies, unique sourcing, a story, or chef-driven innovation."

Diners in Qatar are increasingly seeking dining experiences that resonate with their personal values and aspirations. Today's consumers evaluate hospitality brands not just on taste and price, but on the quality of craftsmanship and the stories behind each dish. Concepts like farm-to-table, which emphasize sustainability and authenticity, are earning growing loyalty—even at a premium. For many, it's not just about what's on the plate, but the impact that brands have on the world around them.

Digital transformation

Social media has revolutionized how food brands share their stories. Instagram and TikTok serve as modern versions of the traditional majlis—

community gathering spaces—where brands build visual engagement and connections.

"The visual nature of food makes these platforms particularly powerful," Lauren explains. "High-quality images and engaging videos are no longer luxuries but necessities."

Influencer partnerships with food bloggers, chefs, and lifestyle influencers add authenticity and targeted reach. User-generated content amplifies brand narratives as customers become organic advocates by sharing their own experiences.

Future outlook

Looking ahead, the fusion of technology and transparency will define the next chapter for F&B and PR in the region. We anticipate a rise in personalized digital experiences, where AI-driven insights tailor F&B narratives to individual consumer preferences and dietary needs. Sustainability will move from a niche concern to a key pillar of brand

storytelling, with consumers demanding clear, traceable information about sourcing and ethical practices.

PR strategies will need to become even more agile and data-driven, focusing on building genuine community engagement and fostering trust through authentic, multi-sensory narratives that resonate with a digitally savvy and ethically conscious audience.

In conclusion, within the Gulf's massive F&B sector, the journey from shelf to soul is driven by compelling narratives. For brands seeking long-term success, storytelling transforms everyday products into cherished experiences, building connections that extend far beyond the dining table.

The most successful brands will be those whose stories become embedded into local culture, ensuring their presence not just in the marketplace, but in the hearts and minds of the communities they serve.



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فخامة تتجاوز حدود الخيال ...
وذكريات تدوم إلى الأبد.

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من فوق أعلى القمم المطلة على مياه بحيرة لوسيرن المتألقة في سويسرا، يطل منتجع بورجنستوك كحلم ساحر يمزج بين روعة الطبيعة وأناقة التفاصيل، مع منتجعات صحية حائزة على جوائز عديدة، ومطاعم عالمية، ومشاهدة تأثير القلوب.

The ultimate ice cream experience awaits at Cold Stone Creamery



When it comes to indulging in premium ice cream, nothing compares to the magic of Cold Stone Creamery. Known for its fresh, handcrafted creations, Cold Stone offers a one-of-a-kind dessert experience that delights taste buds and creates unforgettable memories.

Cold Stone offers signature creations like Birthday Cake Remix and Chocolate Devotion, or the option to craft your own masterpiece with a variety of mix-ins like candies, cookies, fruits, and nuts, and watch as they mix, scoop, and fold your chosen toppings into the ice cream, creating a masterpiece right before your eyes. The fun doesn't stop there – get ready for exciting ice cream-catching tricks and even juggling performances that make every visit unforgettable.



Signature Ice Cream Cakes

Hosting a party? Planning a family night? Celebrating a birthday, anniversary, or special milestone? Or maybe you just need a pick-me-up after a long day? Take it to the next level with Cold Stone Creamery's beautifully crafted ice cream cakes, perfect for birthdays or any event that calls for something extraordinary. Made with layers of rich ice cream, moist cake, and



delightful toppings are packed with creamy ice cream, fruits, crunchy crumbles, whipped cream, and playful toppings. Bursting with colour and flavour, they're the ultimate way to cool down and enjoy the season.



Discover the Magic Today

Step into Cold Stone Creamery and treat yourself to the ultimate ice cream experience. Feel the joy of premium ice cream and witness the lively artistry of ice cream juggling and catching. Once you've had Cold Stone, you'll understand why it's more than just dessert – it's a moment of pure happiness.

Visit Cold Stone Creamery today for the ultimate ice cream experience. Available at Doha Festival City, Villagio Mall, Hyatt Plaza, Mall of Qatar, Doha City Center, Ezdan Al Wakrah and Lulu Al Gharafa.

BEAT THE HEAT THIS SUMMER

VISIT US TODAY FOR THE ULTIMATE ICE CREAM EXPERIENCE!

Available at Doha Festival City, Villagio Mall, Hyatt Plaza, Mall of Qatar, Doha City Center, Ezdan Wakrah and Lulu Garaffa

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