



amaraanth





AMARAANTH: A HIDEAWAY ROOTED IN THE REAL

Walking distance from Fatrade beach, in South Goa, Amaraanth is a twelve-suite sea-side hideaway, with beach access, where life is comparable to being in the verdant country estate of a well-travelled friend. To feed the body there's a culinary icon on hand to advise and inspire the resident kitchen team. To feed the soul there's an abundance of thought-provoking art by Indian artists such as Subodh Kerkar, Thomas the Potter and Bhisaji Gadekar. To help you look and live healthier, there are wellness treatments that are otherwise only available in London. And to uplift your spirits, the cocktails are of a standard found only at bars on Asia's 50 Best List, no less. All delivered in a manner that is rooted in Goa, but derived from the world. Think of it as sophisticated *susegad*.

The brainchild of Shradha Binani, daughter of Mr. Braj Binani, Amaraanth draws both its name and its promise from a flower that as per Greek mythology never withers. The promise being that the memory of your time here, too, will not wither. The crux of this promise lies in the experiences curated, brought to you by the collective brilliance of architect George Seemon, culinary great Ritu Dalmia, Bar and Beverage Specialist Pankaj Balachandran, and the minds behind the London conscious wellbeing landmark, The HVN, which makes its international debut through Amaraanth. Intrigued? Read on.

THE ESSENTIALS

ACCOMMODATION

Twelve spacious suites are offered across three categories, that depending on the category come with either king or queen sized beds, standalone bathtubs, balconies and private sitouts. In keeping with Amaraanth's subtle aesthetic, each suite is thoughtfully furnished with the essentials, which include luxury toiletries, Samsung smart TVs to stream a guest's own content and cocooning Tulio linen. All suites, irrespective of category, come with butler service.

FOOD

Amaraanth Kitchen is a 30-seater venue that champions fresh, organic, sustainably sourced ingredients, along with the fisherfolk, farmers, butchers and producers who supply them. Think: fresh dosas for breakfast, a coastal-inspired

thali for lunch and Saffron Seafood Risotto with a delicious complementing Mixed Green & Charred Citrus Salad —for dinner.

DRINK

The Lab at Amaraanth by Countertop India follows Amaraanth's guiding principles. Our focus is on championing local produce, artisans, and producers by creating a closed-loop sustainable ecosystem while celebrating modern and international drink styles. Signature cocktails include Curry and Red Amaraanth.

WELLNESS

The HVN at Amaraanth is a glowing white space dedicated to pure wellbeing. While practices at The HVN primarily draw inspiration from the Japanese tradition of forest bathing, i.e. mindfully connecting with nature through our senses: smell, touch, sight, sound. The artfully created wellness

offerings at The HVN go further by synchronising heritage therapies with modern technologies. The HVN's Hydro Bed, (available at Amaraath) for instance, is a water mattress heated to 38°C that cradles the body and allows for massages, scrubs, wraps and the cleansing after to happen right on the bed. There are also outdoor bathing rituals that cleanse the skin and calm the soul.

RETAIL

North Goa's Yellow House Parra brings to Amaraanth an edited version of its collections across product categories including organic textiles, traditional crafts, handmade and upcycled products.

EXPERIENCES

The aim at Amaraanth is to ensure that guests not only make unwithering memories but connect them to the surroundings in a way that it introduces and reveals

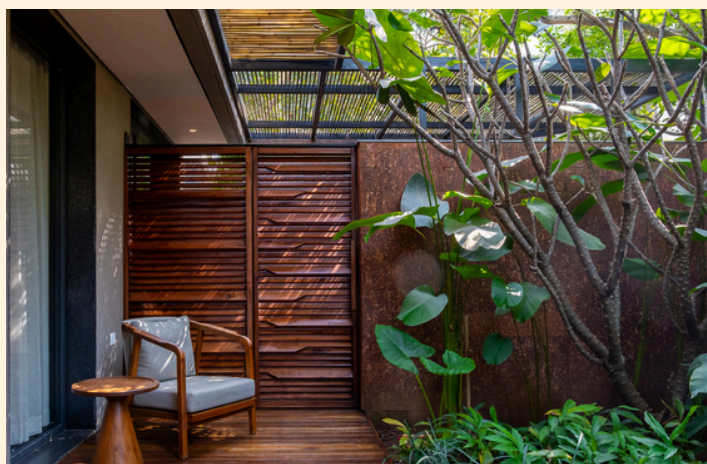
facets of local life. Where a feni tasting experience with a Countertop mixologist exposes one to the socio-cultural intricacies of Goa's homegrown brew. There are also other experiences, such as a personal styling session, and a visit to a fishing village (non-monsoon) that the chefs source from, on offer.

FACILITIES

- o A 13.5-metre relaxation pool
- o A gym equipped for weight training and most other fitness regimes
- o An open-air yoga deck
- o Reflexology walkway

GOOD TO KNOW

Amaraanth's way of being conscious and responsible extends from composting of organic waste, treating waste water and to supporting local businesses and sourcing from regional producers.





ACCOMODATION

Twelve spacious suites are divided across three product categories:

Comfort Suites (512sq ft): the base category suite comes with a queen-sized bed and an ensuite.

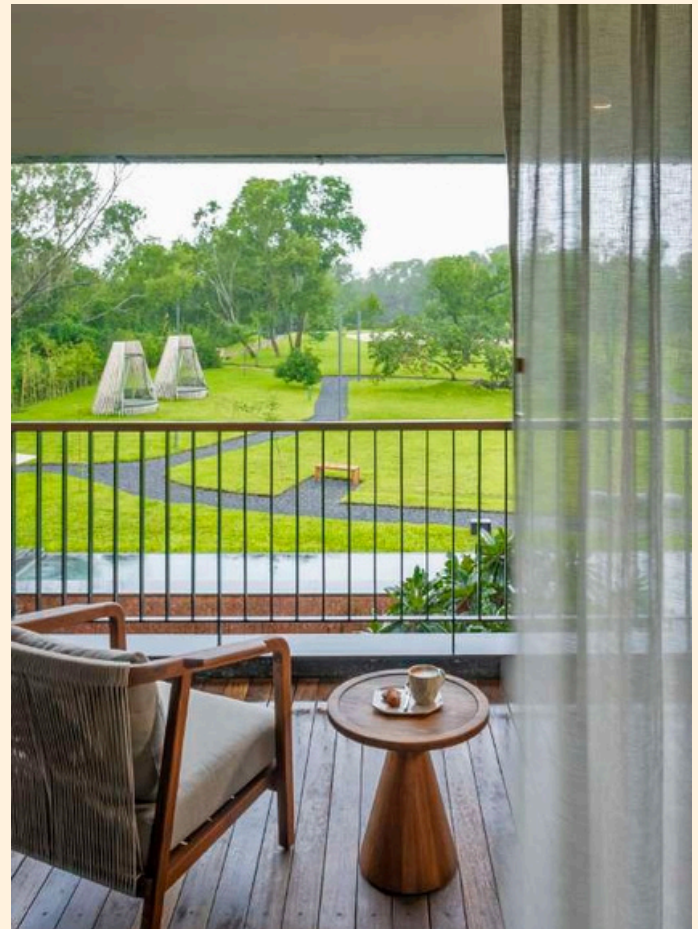
Luxury Suites (760sq ft): come with a queen-sized bed, and an ensuite that is furnished with an outdoor bathtub.

Signature Suites (830sq ft): come with a king-sized bed, and an ensuite with an outdoor bathtub. These suites also have either a private yard or balcony. Reflecting Amaraanth's overall spirit, each suite is thoughtfully furnished with the essentials. Comfortable beds, Astoria coffee machines, Tulio linen, and luxury toiletries.

Butler service, high-speed Wi-Fi and a gourmet breakfast service. Think a South Indian breakfast with prawn balchao on the side, a classic French omelette with house made sourdough (fermented using cashew grown on site) or a smoothie bowl with overnight soaked oats, seasonal fruit, granola and buffalo yoghurt.

Plus: a spread of baked goodies, artisanal cheeses, charcuterie and house made preserves. In-room constants will include local snacks along with seasonal whole fruits, Anandini teas and Kilta coffee.

On the tech front, Marshall speakers and a Samsung smart TV to play to every guest's entertainment needs. In addition all guests will have access to the personalized butler service.





FOOD & DRINK

Amaraanth Kitchen

Chef Ritu Dalmia, Amaraanth's Culinary Curator, describes Amaraanth's food philosophy as "our love letter to the well-travelled food enthusiast". With nearly 30 years of experience under her belt Dalmia is uniquely placed to make that claim. Her vision then delivers on the plate a nuanced, genre-defying expression of a culinary culture that is in keeping with Amaraanth's sophisticated *susegad* vibe. Every dish will highlight seasonality and champion local produce and ingredients; their growers, makers and harvesters.

Served here

- Local Panfried Fish with Lemon Butter Sauce
- Amaraanth's Signature Coastal Thali featuring all your favourite Goan delicacies.
- A host of DIVAs Italian favourites including Saffron Seafood Risotto, Pizza and their famous Tiramisu.





FOOD & DRINK

The Lab at Amaraanth

The Lab at Amaraanth is a collaboration between Amaraanth and Countertop India, one of India's leading bar and beverage consulting companies. Led by Pankaj Balachandran, Countertop India has been instrumental in placing Indian bars such as Hoots, Bombay Canteen, and the now-closed Tesouro on the global cocktail map. Adhering to Amaraanth's philosophy of being local-first, low-carbon, and immersive, The Lab at Amaraanth emphasises mindful sustainability. The beverage program celebrates Goa's rich bounty by working with local farms, producers, and artisans to highlight regional flavours and advocate for locally-made spirits, such as feni. This is achieved through tasting experiences and innovative drink serves. Beyond being a premier drinking destination, The Lab at Amaraanth will play a crucial role in training and workshops, aimed at educating and empowering bar and beverage professionals across the country through research and development.

Place your order:

Curry

Imagine a Goan fish curry refined into a glass using the flavours of coconut milk, coriander, tamarind, ginger and a mix of spices that flavour a curry. All of it built on a sturdy foundation of tequila.

Red Amaraanth

This cocktail champions a leafy

Goan staple, Amaranth, which is commonly used in local recipes. In the mix, it meets gin, pickled onion, Vermouth and elderflower to create a heady concoction.

Miso Here's a whiskey based cocktail that champions miso by the Goan producer, Brown Koji Boy. Other ingredients include chocolate, butter and Angostura.





WELLNESS

The HVN is a sanctuary, an oasis of peace and calm designed to create a positive impact on your wellbeing from the moment you arrive. Combining ancient therapies with modern science, The HVN boasts a team of specialists and medical professionals ready to welcome you and help you to feel, look and live a healthier life.

Feel Healthier: Nurture your wellbeing with a diverse array of treatments, spanning from acupuncture to meticulously curated vitamin infusions for an elegantly informed path to vitality.

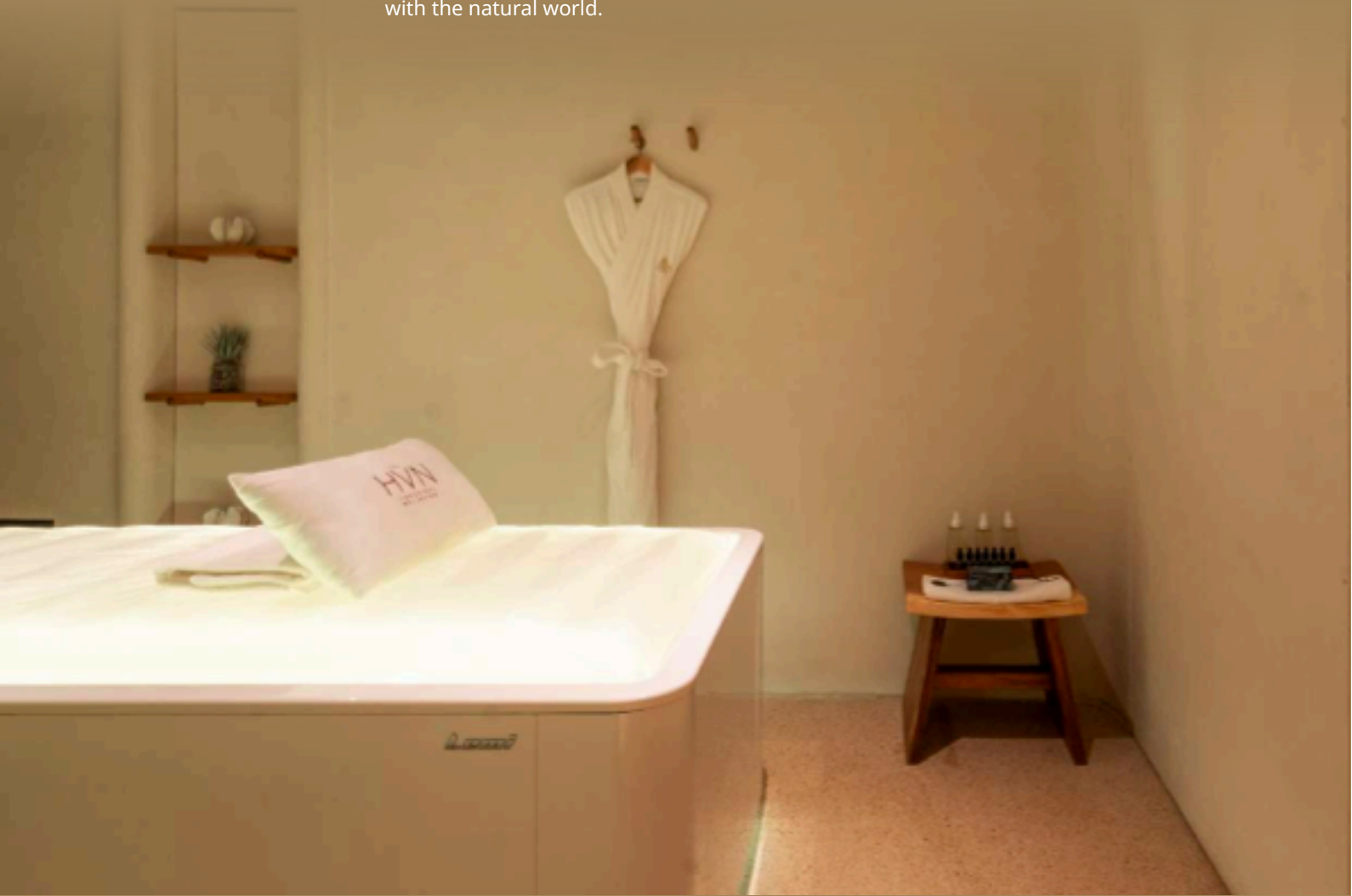
Look Healthier: Discover rejuvenation through advanced medical aesthetics, employing leading-edge technologies for a discreet yet elegantly transformative enhancement.

Live Healthier: Elevate your wellbeing with a bespoke

diet, sleep support, and refined physiotherapy services, complemented by exclusive masterclasses. Embrace conscious wellbeing and thrive.

The belief is that everyone can be the architect of their own wellbeing. Through in-depth personal consultation, The HVN curates a customised programme of treatments, therapies and technologies from doctors and specialist experts.

The HVN's primary source of inspiration is the mindful and meditative Japanese practice of 'Shinrin Yoku' or Forest Bathing, which enables you to harness the therapeutic benefits of immersing your senses in nature, no matter where you are located. With integrated natural biomes, a signature forest bathing fragrance and exclusive soundscape, the HVN space has proven physiological, psychological and emotional benefits by connecting you with the natural world.





ART & DESIGN

Designed by George Seemon of the award-winning practice Stapati, Amaraanth is a study in adaptive architecture. With the dual intent — of making the most of the existing structure and of minimising the environmental impact of construction — Seemon and his team have cautiously converted a Binani family property into a spacious, luxe abode that's filled with natural light.

It has resulted in what Seemon describes as “a seamless blend of contemporary design with traditional vernacular style, emphasising outdoor living and the natural beauty of the locale.”

Key aspects of Amaraanth's design include,

interconnected spaces that open out onto greenery, open-air bathrooms and open-to-sky bathtubs—all of which cue an immersion in nature.

Laterite stone, a sustainable building material commonly found in this region, finds abundant use across the property. Laterite's copper to deep red hues also find a nod in the aesthetics of The Lab, whether in the lime plaster wall finishes or in the light fixtures.

Other natural materials used across the property include stone tiles for the flooring, locally sourced wooden, bamboo and wicker weave furniture. The sea, just walking distance from Amaraanth, was another source of design inspiration.



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ART & DESIGN

On one of the walls of the dining area a work by Goa's own Thomas the Potter undulates in forms that remind of sea creatures and coral structures.

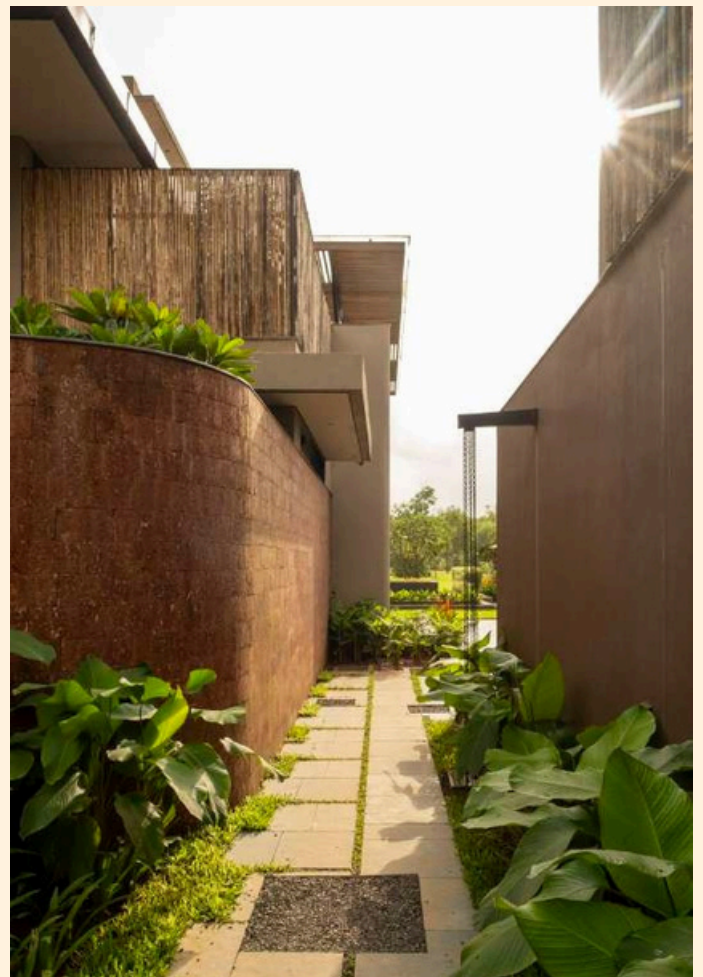
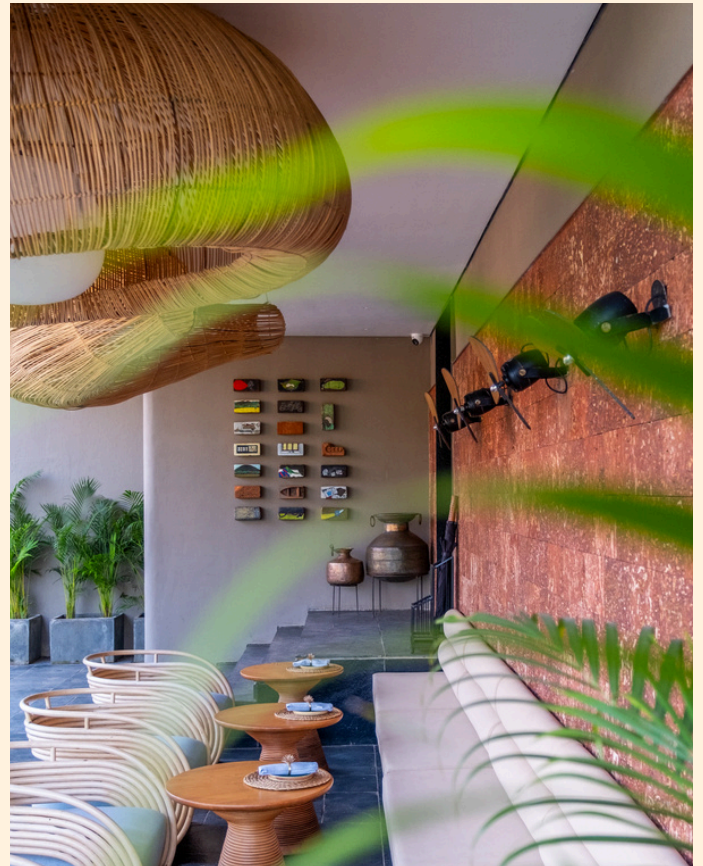
Windows in between give diners a view of the kitchen and mimic a ship's portholes. Other references to the sea are to be found in the shapes of light fixtures, like the wavy shapes of the lighting in the pool lounge and above the bar counter.

Another key way in which guests can approach coastal

life is through the thought-provoking art by artists such as Subodh Kerkar and Bhisaji Gadekar, both from Goa, that are installed across the property. A cast iron work of Bhisaji Gadekar's, for instance, references symbols of Goa's religious duality through the cross and the tulsii planter.

Other artists whose works are on display, especially within guest suites, are Ahalya Rajendran, KP Pradeepkumar and Dibin Thilakan.

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EXPERIENCES

At Amaraanth the aim is to provide not just a memorable stay but to also enhance it with a considered set of offerings that on one level add value to the time spent on the property, and on the other, expose the visitor to an aspect of daily life that only a local would be privy to. Amaraanth's inaugural experiences are:

Feni Under The Tree Feni, a liquor distilled from the fermented juice of the cashew fruit, has deep cultural roots in Goa. Cashew cultivation was introduced to the subcontinent nearly five centuries ago by the Portuguese who ruled Goa till 1961. Given the abundance of cashew trees in Goa, Goans have

historically brewed feni in their backyards for generations. Though, distillations by master brewers have always been held in high regard. Countertop's The Lab at Amaraanth, the property's collaboration with one India's top mixology companies, offers a well-researched introduction into the socio-cultural notes of feni brewing and drinking. A feni expert will take guests through a tasting session, where over an hour, versions of the cashew brew will be offered paired with Goan cuisine.

Immersive Mixology Learning to mix a potent cocktail is a brag-worthy skill. And, with the insights of an ace mixologist from

Countertop's The Lab at Amaraanth, every guest can, not just learn the basics of mixology, but also get a grasp of advanced techniques that have placed bartenders at Delhi's Hoots and Mumbai's Bombay Canteen, on prestigious lists such as Asia's 50 Best Bars. A sixty-minute session will allow guests to give their home bars a serious upgrade.

Styling by Yellow House Parra at Amaraanth The chic Goa concept store that stocks over 50 design labels from across India covering fashion, traditional craft, art, jewellery, accessories and home décor, brings a selection of its wares to Amaraanth. Furthermore

guests can book a personalised styling session with YHP's experts. Whether it be to pick an outfit for a special occasion or overhaul one's wardrobe, there's an opportunity for everybody to upscale their sartorial quotient from the privacy of their suites.





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Suites start from
INR 30,000 Plus GST

Fatrade Beach, Varca, South Goa

For more information:

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