

ESSENTIAL GUIDE TO THE RIGHT COOKING OIL



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A MESSAGE FROM OUR FOUNDER

Our dearest CRASHOLA Family,

On our 3rd year anniversary, we are ecstatic to bring to you this E-book to help you know more about using Cooking oils in various ways.

This e-book not only will enrich your knowledge about Cooking Oils but also help you understand why we do what we do - i.e. our Philosophy and our Story.

To be honest, this landmark wouldn't have been possible without the unfettered support and trust that you all have always extended to us. CRASHOLA thanks you always.

We promise to bring you innovative, effective and authentic products with Traditional Significance which are free from any chemicals for the best of your health. We wish to provide you with an unmatched experience. Products with labels which don't lie. Products that you won't find easily in the supermarkets and grocery stores.

Hope our little effort serves as an enriching experience for you to dive deeper into a world of Health and Wellness.

Chirag Chaudhari

Founder,

Crashola Wood Pressed Cooking Oils



A MESSAGE FROM OUR FOUNDER

In the event that you've downloaded this e-book for yourself or your family, then Congratulations! You clearly care about your health and surely seeking a way of turning yourself into the healthiest version of you. Making changes is never easy; however, what I am providing to you out here is an approachable way to a relationship with Food and Nutritional habits that are sustainable, feasible, and satisfying.

Keep a receptive outlook and be proud of yourself for taking the first and the most significant step towards your Health transformation.

I think you'll find my approach reasonable, sensible, and, quickly relevant to your situation, regardless of your age, health status, or your habits.

Taking up this ancient science of Ayurveda, the Wood pressed cooking oils, importance of Food on our health, we at CRASHOLA have created products that makes you Healthy and Glowing - without toxins, fillers, artificial colors, artificial fragrances, preservatives or any synthetic chemicals.

Use this book as a way to roll out permanent changes to your food choices and lifestyle and kick off your journey to Health. It is very much possible. If anytime you start to doubt your ability to roll out these improvements in your own life, I need you to remember one very important thing;

You've already started.

Because whatever you are looking for- Improving energy, focus, mood, sleep, weight, side effects, symptoms, ailments, body composition, or personal satisfaction...

It all begins with Food!

Chirag Chaudhari

Founder,

Crashola Wood Pressed Cooking Oils

OUR PHILOSOPHY

CRASHOLA has been a Social Initiative by the Chaudhari Family since last 10 years supporting more than 300 farmers in Natural and organic farming. A commercial solution in the form of ready food products started in 2018 for the Health conscious ones who always encouraged us to take it further to spread it fast and easily.

Our Philosophy stems from the desire to bring back Natural Foods with Traditional Significance for the Best of your health.

Being the pioneers to Bring back the culture of Pure Woodpressed cooking oils back in India, we make available the Purest forms of Oils from specific variety of seeds which have inherent health benefits to the Health Conscious ones. Nothing added, nothing removed. 100% Pure, natural food products!

OUR ETHOS

TRANSPARENT



TRADITIONAL



RESPONSIBLE



IMPORTANCE OF CHOOSING THE RIGHT COOKING OIL

With so many cooking oil options in your supermarkets and knowing that it's one of the major ingredients in our cooking, you may be left with the panicked question: What oil should I use?

In today's processed world our choices of food products are extremely important, especially since we have so many brands that are filled with chemicals that can actually cause further disruption to health. Whatever you

consume gets absorbed and in turn affects your system and so many organs of the human body. So it is extremely important that we explore nature and we arrive at the best ingredients from nature and put it together prioritising human health and sustainability of the environment.

Our handy oil guide is the answer to all your cooking oil questions and will help you decide what oil to buy.

Knowing more about the ingredients we use to make our daily food takes you one step closer to being a better cook.

“91% of the Indian Families are buying Cooking oils which are cheaper than the Retail price of its Raw Material”

We know that it can be overwhelming to walk down the aisle in supermarkets these days with Heavy discounts. They used to only have Groundnut, Coconut, Sesame and Mustard oils in olden days, but now there are more than a dozen of options and some of which were really unheard earlier. So, what oil should you use?

“Our choice of Food will always decide our Health in Future”

– Chirag Chaudhari

So, Lets Learn More about it..

UNDERSTANDING FATS

It's difficult to talk about oils without discussing fats as a matter of fact that oils are 100% fat. While fat used to be viewed as an unpleasant word, it truly shouldn't be because fats are essential for our health.

They give us energy, support cell regeneration, help us absorb essential nutrients, and have so much more to offer.

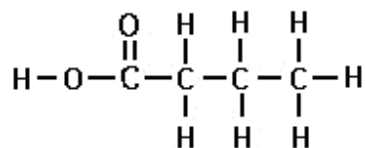
Because oils are 100% fat, they are very dense in energy and contain 40 calories per Teaspoon - Side Image of spoon

Three Main types of Fats seen in our food:

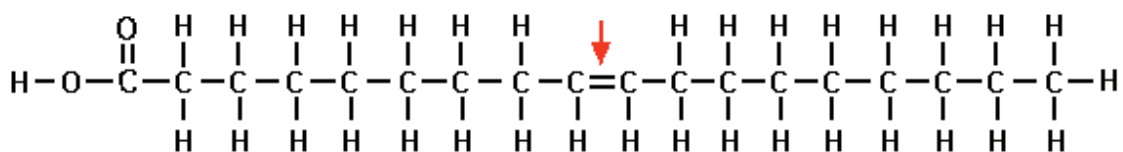
Saturated ◆ Mono-Unsaturated ◆ Poly-Unsaturated

Now we can get deep into chemistry here, but we're going to keep it super simple. Here's what you need to know:

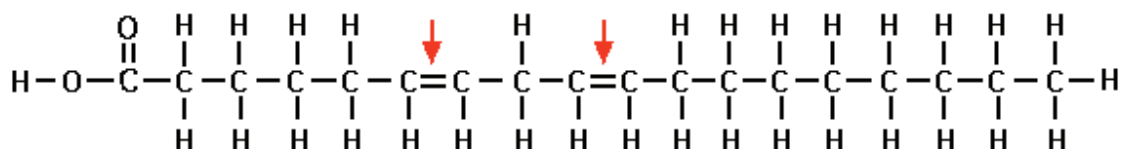
Fat Structure:



Butyric Acid-Saturated Fatty Acid



Oleic Acid- Monounsaturated Fatty Acid



Linoleic Acid- Polyunsaturated Fatty Acid

Fats are made up of Carbon Hydrogen and Oxygen atoms.

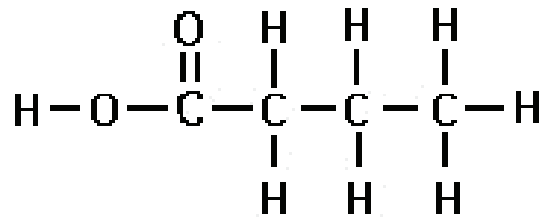
Carbon Atoms always try to make 4 bonds.



UNDERSTANDING FATS

Saturated Fats:

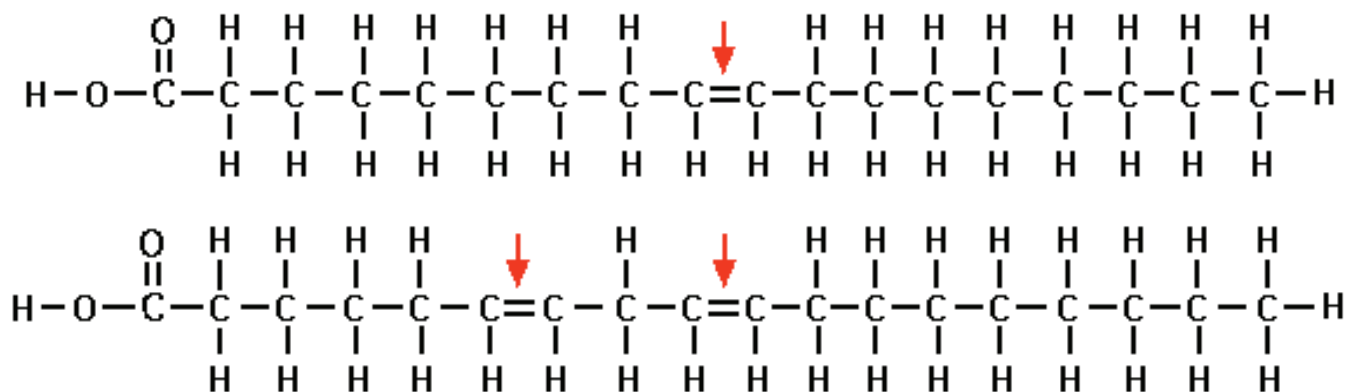
The carbon atoms of saturated fats have the maximum number of hydrogen atoms attached to them. In simple words, their carbon atoms are fully saturated with hydrogen atoms.



All the carbon atoms then connect to each other via single bonds, which results in a straight molecule. Because of this structure, you can pack these molecules tightly together, one on top of another, which makes them solid at room temperature.

Unsaturated Fats:

In unsaturated fats, not all the carbon atoms have hydrogen atoms attached. In order for the carbon atoms to achieve their 4 bonds, some of the carbon atoms need to form double bonds with each other.



This double bond creates a bend in the molecule so they don't stack as easily. As a result, unsaturated fats are mostly liquid at room temperature.

Tip No 1:-

Our bodies require all three types of fat but we should eat foods that contain less saturated fat and more mono and poly unsaturated fats.

THE PROCESSES OF OIL EXTRACTION

Oils are extracted from their sources basically using two types of Processes:

Naturally (aka pure and non-refined oils) or Chemically (aka refined and processed oils).

Natural Processes

Naturally processes involve mechanically pressing the oil out of its source. Some oils, usually nut oils, are metal expeller pressed. They require a lot of force and the friction from this force can cause the oil to reach high temperatures. More heat-sensitive oils are cold pressed, meaning the temperature is highly controlled and oil temperatures are kept below 100C.

However, the best method which is also the traditional method which has been in use for more than 5000 years is the process of Wood pressing. In this process, the oil is extracted naturally by crushing the seeds in a Wooden Vessel with a Wooden Pestle. The oils from this process are the purest version of oils retaining all natural properties. Every batch of these pure oils may have varying colour, viscosity and foaming properties depending on the moisture content and the variety of the seeds. Wood pressing is more expensive as it takes longer and it produces lower yields – but it is the safest and the most natural extraction method which has a proven track record.

Chemical Processes

Unfortunately, not all oils can be efficiently produced using natural processes, which is why many oils are made through a chemical process called refining. It involves grinding the oil source and then using chemicals to separate the oil from the seed's pulp. Refined oil extraction often uses chemical solvents and high heat, both of which change the molecular state of the oil seeds and damage the bio-active compounds responsible for the benefits of the oil. Sometimes they are also double-refined which involves even more chemicals.

Comparison Between	Wood pressed Oils (Natural Process)	Refined Oils (Chemical Process)
Nutrition Value	Very High, Retained due to Natural process	Very Low due to high processing and hence added with Vitamins artificially
Taste, Colour & Aroma	Original & Natural due to lowest processing	No Taste, Colour or Aroma due to high processing
Heat at the time of Extraction	Room Temperature	High heat (250°C+)
Use Of any Chemicals	No	Yes
Preservatives Addition	No (6 to 8 Months Shelf Life)	Yes, Chemical Preservatives (12 to 18 months Shelf Life)
Cost of the finished Product	Fairly Priced due to higher Costs	Cheaper than the cost of Raw Materials. For Eg - (Refined groundnut oil is cheaper than the cost of Groundnuts)
Rate of Production	Low (About 5 litres/ hour)	High (About 500 litres/ hour)

REFINING

Refining is an Incredibly Popular and Common Oil Processing Technique for two main reasons:

1. It Increases the Affordability and the Rate of Production

Refined oils can be extracted faster with the help of automated machines for mass production and the process also extracts the maximum oil content with the help of chemicals. Refined oils can be stored at room temperature and can last a long time with the help of preservatives added. For this reason, they're often cheaper and used for mass market cooking.

2. It Increases the Versatility of Oil

Refining oils usually result in no Taste and Aroma as they are bleached and deodorized and neutralized with the help of chemicals. Refined oils do not foam on heating due to the addition of Antifoaming agents and also have a higher smoke point which makes them more suitable for a variety of cooking needs. All these properties are a result of the chemical processes which give uniform quality oil in every batch.

These sound like great benefits but refining oils can strip them of their natural nutrients and can introduce chemicals into the oil.

Below are cooking oils that are usually refined. It doesn't mean that they always are or that there aren't other refined oils out there, but this is a good short list:

- Palm oil
- Rice bran oil
- Canola (aka rape seed) oil
- Corn oil
- Cottonseed oil
- Soybean oil
- Sunflower oil
- Vegetable oil (As seen on Packaged Foods)

SO NOW WHAT?

Does it mean you should throw away all of these oils from your kitchen?

According to us, you really should with the long term effects it has on your health. Moreover there are plenty of unbiased health advocates, nutritionists and doctors who would also suggest you the same to stay away from these highly processed oils, but yet we'll still leave that personal decision to you according to your understanding.

These highly processed oils are definitely less expensive than their non-refined counterparts, which is why they're the preferred choice in many kitchens having budgetary restraints. But what is the use of the budget which saves money in food which is eventually spent in huge hospital bills? Don't forget, "We are what we Eat" and hence, in our kitchen, we Strictly Avoid using Refined oils and don't use any of the above as our everyday cooking oil.

Tip No 2:-

Avoid chemically processed oils like the refined and filtered oils and instead go ahead for the healthy options of the Natural processing options like the pure Wood Pressed oils.

SAD TRUTHS OF THE INDIAN COOKING OIL INDUSTRY

In today's world, refined oils is something that we find in just about every processed food in Supermarkets today. It's labelled Vegetables oils in the ingredients List which is ironic as there is no such thing as oil from a vegetable. The things that the processed food industry is putting into the foods and labelling as vegetable oils are in fact oils or fats extracted using extreme chemicals, pressure and heat processes from seeds. Seeds that were at a point of time wise products from which oils were extracted naturally through just pressing. These oils were not only healthy but nutritious too.

But times changed and highly processed refined oils took over. Most interestingly, the seeds used in these processes are not the ones through which we can extract oils naturally. They could not be consumed directly and hence required high chemical processing to extract oils from them and then make them edible too. I call these seeds as Waste products, for example, Cotton seeds, Rice bran, Soy beans, Rapeseed etc. Oils from these seeds significantly increase our chances for contracting Cancer, Autoimmune diseases and metabolic disorders. Now that's a worry. It's a bigger worry when we realize that our consumption of these oils has increased from almost nothing in the 1980s to almost everything now.

What I mean by this is you cannot choose a product from the supermarkets in India which does not contain these processed oils. If the product has fat in it and the product is placed in the processed food shelves of the supermarkets then the fat being used is likely to be from these waste seeds. You can check the ingredients section and find it out yourselves.

Now why this matters is that these refined oils have a different chemical properties altogether than the pure wood pressed oils which we have eaten for generations. Once these fats are inside our body, our body incorporates them into our cell membranes as it does with every fat that we eat or make in the body. The problem with refined oils is that these fats are much more prone to oxidation. When you eat these refined oils, these fats are incorporated into every cell membrane and every cell in our body and those fats are reacting with oxygen and hence it's pretty bad news given that oxygen is our fuel. When a cell membrane reacts with oxygen, it destroys itself and falls apart. Destroying enough of your cells often enough creates circumstances which are perfect for the development of cancer.

SAD TRUTHS OF THE INDIAN COOKING OIL INDUSTRY

Which is why I am saying, everywhere that we are exposed to these oils, rates of cancer have increased significantly. Younger and younger people are getting Breast cancer, oral cancer, lung cancer, ovarian cancer, prostate cancer and many more. More and more people are dying every day with Cancer. Yes the medicines today are surely better in treating them but that doesn't mean lesser people having them.

The World Health Organization (WHO) in its report highlighted that one in every 10 Indians will develop cancer and one in every 15 will die of the disease. WHO also warned, if the current trend continues then the Cancer cases will rise by 60% in the next two decades. And one of the primary reasons I believe is that we have massively increased the consumption and our exposure to these refined oils which lead to the development of many and many Health issues.

Now you might say to yourself, I don't cook in Rice bran oil, or Canola Oil or Palm Oil, I use Olive Oil, I use Butter or ghee. So it's important to understand that it's just not the case. Even if you never use rice bran oil or a Cottonseed oil or even if you never go anywhere near Palm oil, you are still using these oils everyday without realizing it. Every Loaf of bread that you eat uses Palm oil. Every packet of chips that you consume uses Palm oil. Every packed sauce you use contains Vegetable oil. Every processed food that you buy contains vegetable oil which you can see on the Ingredient list of packets too. Even if you think you are not consuming refined or highly processed oils, guess what, You Are. And you are significantly increasing your risks for Heart Diseases, Cancer and other diseases.

Tip No. 3:-

Minimize consumption of Processed foods which use these processed oils and indirectly affect your health. Certain Money spent here will always save you from the future Medical Expenses.

UNDERSTANDING SPECIFIC BENEFITS OF VARIOUS OILS

Now that we have a better understanding of fats and also the processes (the good and the bad), let's talk about which oils you should keep in your kitchen. Some oils are good for Sautéing while some are good for Salad dressings and direct consumption.

We shall now provide you with hands-on useful information related to the specific oils that you may buy. The benefits and uses will allow you to make an informed decision for your health goals.

So let's learn on the benefits and uses of the following Pure Wood pressed Oils

- Groundnut Oil
- Coconut Oil
- Sesame Oil
- Mustard Oil
- Safflower Oil
- Niger seed Oil
- Flaxseed Oil
- Almond Oil
- Walnut Oil
- Castor Oil

GROUNDNUT OIL

Groundnut oil is rich in Anti-oxidants like Resveratrol that protects the body from free radical damage and reduces the risk of Heart Disease. Crashola groundnut oil has a balanced ratio of Omega 3 to Omega 6 fatty acids which have amazing health benefits. Groundnut oil is low in Saturated fats and rich in Monounsaturated fats and Polyunsaturated fats. The oil is also rich in Vitamin E.

Benefits:

- Regulates Blood Pressure
- Reduces Symptoms of Aging
- Aids Weight loss
- Cures Constipation, Acidity
- Cures Diarrhoea
- Reduces Knee, Joint Pains
- Reduces Heart Disease Risk
- Reduces Risks of Cancer
- Boosts Fertility
- Regulates Blood Sugar
- Reduces Risks of Alzheimer's
- Reduces LDL (Bad Cholesterol)
- Brightens and Clears Skin

USES:

Deep Frying

Groundnut oil is a perfect choice for healthier frying as it can be heated to a higher temperature than other oils, and this results in lower oil absorption in the food.

Anything cooked in it comes out crispy making it the ideal choice for making vadas, Boondas, samosas and many more.

Replacement for Refined oil

Crashola Groundnut Oil works well with all types of Indian cooking because of its non-intrusive taste. The characteristic neutral flavour and light texture gives an all-around cooking experience, one that easily pairs with other flavours without overpowering them.

Experiment Encouraged

Finding the perfect balance of flavours that suit your palate requires trials. Replace refined oils with Crashola Cold Pressed Groundnut Oil in your food and savouries. This imparts a very mild nutty flavour that we found complementary to most dishes and brings out the best of your food flavours in cooking.

COCONUT OIL

Coconut oil is rich in Medium Chain Triglycerides which are metabolized faster and differently than most other fats. These MCT's are responsible for a lot of benefits of coconut oil. Its unique combination of Fatty acids has various effects like Weight Loss and better Brain Function.

Benefits:

- Boosts Brain function
- Great for Alzheimer's
- Improves Memory
- Excellent for Skin and Hair
- Protects against Stomach Ulcer
- Moisturizes Dry Skin
- Increases Metabolism

USES:

Deep Frying

Coconut oil is a perfect choice for healthier cooking/ frying as it is rich in saturated fat with MCT's and can be heated to a higher temperature than other oils, and this results in lower oil absorption in the food.

Anything cooked/ fried in it comes out crispy making it the ideal choice.

Baking

If your recipe calls for vegetable oil or melted butter, you can swap in coconut oil. You can also use solid, room-temperature coconut oil in place of butter or shortening in many recipes, even cakes.

However, if you're making things like pie crusts, biscuits, and scones, where you want cold bits of fat dispersed in flour, go ahead and freeze that coconut oil for use.

Natural Beauty Products

Beyond cooking, coconut oil can be used as your very own beauty product.

Use Crashola Cold Pressed Coconut Oil to remove makeup quickly without drying out your skin.

Alternatively, it can be applied to the ends of your hair, preventing split ends and breakage. Our coconut oil if freezed can even be used to repair chapped lips and moisturize dried skin.

SESAME OIL

Sesame oil is rich in Phytosterols which lowers Cholesterol and Vitamins and Minerals like Copper, Potassium, Manganese, Magnesium, Zinc etc. The oil is rich in vitamin E and antioxidants. Sesame oil has a synergistic effect on Glibenclamide and this combination therapy significantly lowered blood sugar and Hba1c. Sesame oil contains tyrosine which is directly responsible for the Healthy balance of serotonin neurotransmitters in our brain which helps us to combat Anxiety, Stress and depression.

Benefits:

- Boosts Nutrient Absorption
- Improves Eye Sight
- Eradicates Vitamin Deficiency
- Relieves from Arthritis
- Protects Bone Health
- Boosts Digestion
- Excellent for Thick Hair
- Balances Hormones
- Fights Cancer
- Lowers Cholesterol
- Heals Wounds Faster
- Protects Cardiac Health
- Relieves Inflammatory Pain
- Helps in Gout

USES:

Cooking

Sesame oil is a perfect choice for healthier cooking as it has a number of benefits to offer.

You can use it at medium heat for cooking and Sautéing. The oil can also be used raw in Salads, Chutneys and Pickles too.

Healthier Hair/Skin

Crashola Sesame oil in a massage can penetrate the skin and nourish the deep tissues. It helps dry skin and wrinkles. Your hand will glide in perfect viscosity, a rich aroma will fill the room and there won't be any itching or unpleasant reaction.

Ancient Ayurvedic Ritual

Oil pulling, which is swishing oil in the mouth for about 20 minutes helps to detoxify the body and improve oral health. Oil will liquefy smoothly in the mouth. Also it won't be too pungent, and would release a rich sesame aroma.

MUSTARD OIL

Mustard Oil is known for its content of Alpha Linelic Acid that our bodies cannot make. Mustard oil is very effective for Heart, Skin, Joints and Muscles. It has also been an age old ingredient for Cough and Cold. Beta Carotene in Mustard Oil is excellent for Hair nourishment. Mustard oil has antibacterial activity against E coli. The glucosinolate present in mustard oil prevents the growth of microbes and bacteria.

Benefits:

- Regulates Blood Pressure
- Reduces Symptoms of Aging
- Aids Weight loss
- Cures Constipation, Acidity
- Cures Diarrhoea
- Reduces Knee, Joint Pains
- Reduces Heart Disease Risk
- Reduces Risks of Cancer
- Boosts Fertility
- Regulates Blood Sugar
- Reduces Risks of Alzheimer's
- Reduces LDL (Bad Cholesterol)
- Brightens and Clears Skin

USES:

Cooking

Mustard oil is a perfect choice for healthier cooking as it has a distinctive strong Hot and spicy flavour.

Anything cooked in it comes with its unique flavour

Beard Growth

Fill up a Blue glass bottle with mustard oil and let it under the sun for 40 days, during early morning.

Then, start massaging the chin and upper lip with this oil for the hair to grow.

Skin Health

Mustard oil protects the skin from damage caused by UV rays and pollution. It is used as a natural cleanser to open skin pores by stimulating sweat glands. It is also used as a natural sunscreen. It also helps to reduce hyper pigmentation and improve complexion.

SAFFLOWER OIL

Safflower oil is rich in Omega 6 fatty acids. Safflower oil is low in Saturated fats and rich in Monounsaturated fats and Polyunsaturated fats. The oil is also rich in Vitamin E. Alpha Tocopherol plays an important role in cell metabolism and is believed to have anti aging benefits.

Benefits:

- Relieves Menstrual Pain
- Good for Respiratory Disorders
- Relieves from Head Ache
- Eases Cramps
- Provides Nutrients to Nails
- Eases Joint, Muscle Pain
- Boosts Immune System
- Ideal for Weight Loss
- Boosts Cardiovascular Health
- Relieves Migraine
- Good for Thick, Strong Hair
- Reduces Risks of Diabetes

USES:

Deep Frying

Safflower oil is a perfect choice for healthier frying as it can be heated to a higher temperature than other oils, and this results in lower oil absorption in the food.

Anything cooked in it comes out crispy making it the ideal choice for making Vadas, Boondas, samosas and many more.

Replacement for Refined oils

Crashola Safflower Oil works well with all types of Indian cooking because of its non-intrusive taste. The characteristic neutral flavour and light texture gives an all-around cooking experience, one that easily pairs with other flavours without overpowering them.

Experiment Encouraged

Finding the perfect balance of flavours that suit your palate requires trials. Replace refined oils with Crashola Cold Pressed Groundnut Oil in your food and savouries. This imparts a very mild nutty flavour that we found complementary to most dishes and brings out the best of your food flavours in cooking. Cooking is now an experience with Crashola.

NIGER SEED OIL

Niger seed oil is rich in Amino Acids and various Antioxidants along with Vitamins and Minerals like Magnesium, Potassium and Zinc. Niger also known as Ramtil is an erect, stout, branched annual herb grown for its edible oil and seeds. Niger seed oil possesses good anti-inflammatory properties. It contains essential nutrients like Ascorbic acid, Riboflavin, Niacin, Stearic and Oleic Acid. Niger seed oil has been used by Naturopaths and also has a place in Unani.

Benefits:

- Helps Dry and Sensitive Skin
- Excellent for Hair Growth
- Relieves from Insomnia
- Eases Chronic Restlessness
- Speeds up Healing, Antifungal
- Reduces Risks of Cancer
- Controls Blood Sugar
- Reduces Dark Circles, Tan
- Eradicates Acne
- Boosts Immunity
- Promotes Sound Sleep
- Good for Scars, Rashes, Burns
- Eases Gout, Rheumatism

USES:

Cooking

Niger Seed oil is a good choice for healthier cooking as it has a distinctive flavour and goes best with general cooking and Italian Cuisine.

Anything cooked in it comes with its unique flavour. It is also known as a Local substitute to Olive Oil for its rich mineral contents.

Massage

Niger seed oil has therapeutic properties that make it an effective reliever of aches and pains.

Raw Consumption

1-2 Teaspoons a day gives Good Nutrition and has helped Healing wounds and various skin conditions.

FLAXSEED OIL

Flaxseed oil is rich in Omega 3 fatty acids. The oil cannot be heated and hence is used only for raw consumption or drizzled over cooked food or added to smoothies and shakes and also used externally on Skin and Hair. Flaxseed oil is great for lowering inflammation in the body. It is one of the most effective oils for Heart Health. It is used for Rheumatoid Arthritis, Osteoarthritis, Anxiety and Stress, Depression, Dry eyes and much more.

Benefits:

- Improves Skin Health
- Excellent for Shiny Hair
- Relieves Constipation
- Reduces Eczema
- Detoxifies the Body
- Removes Cellulites from Body
- Reduces Cancer Cell growth
- Promotes Heart Health
- Stabilizes Blood Pressure
- Helps Fight Breast Cancer
- Rich in Omega-3 Fatty Acids
- Boosts Brain Function
- Increases Collagen in Skin

USES:

Direct consumption

Consuming 2 Teaspoons of Raw Flax seed oil on an empty stomach is a good source of Omega 3 and can help our body in numerous ways.

Doughs

Adding Flaxseed oil while preparation of Roti/ Chapati Doughs is another easier way to include Omega 3s in our diet.

Shakes and smoothies

It can be used in Shakes and smoothies to enhance nutrition. Adding 2 Teaspoons of flaxseed oil adds Flavour and nutrition to the Shakes and smoothies.

MAMRA ALMOND OIL

Mamra Almond oil is rich in Vitamin E and a small amount of Vitamin K. Almond oil helps in Bad Cholesterol, Dry Skin, Heart Health and Brain Development. It is also used in reduction of weight and Glucose management. Almond oil is known for its Anti-Inflammatory properties. The oils can be consumed raw in all age groups and can also be applied to Hair and Skin for great results.

Benefits:

- Helps Dry and Sensitive Skin
- Excellent for Strong Hair
- Enhances Blood Circulation
- Helps Baby Bone Development
- Relieves Muscle Stress
- Aids Digestion
- Delays Signs of Ageing
- Promotes Healthy Nails
- Good for Pregnant Women
- Boosts Memory
- Strengthens Nervous System
- Promotes Sound Sleep
- Heals Scars, Rashes, Acne
- Moisturizes Skin, Hair

USES:

Consume with Milk

1-2 Teaspoons Crashola Almond oil daily with a glass of Milk. Consuming Almond oil gives healthy Skin, Hair and Sharp Brain.

Application on Scalp/ Body massage

Almond oil when applied on Scalp makes hair Strong & Healthy. When used in Massage, enhances Blood circulation and Bone health

Add to Smoothies, Shakes and Salads

1-2 Teaspoons can be added to your favourite Smoothie or shakes or can be used as a Salad dressing too.

WALNUT OIL

Walnut oil is extracted by pressing whole walnuts. It has a nutty, delicate flavour and contains some of the beneficial nutrients and compounds found in walnuts, including unsaturated fatty acids and plant compounds called polyphenols. It is known to be packed with omega-3 fats, protein, antioxidants, plant sterols, magnesium, copper, Vitamins A, D, etc. The surface structure of a walnut is similar to that of a brain, which has earned it the name “brain food”, also because it is good for boosting brain health. It is widely used in cooking to make a range of delicious treats such as breakfast cereals, salads, pastas, desserts, energy bars, etc. The oil can be consumed raw in all age groups and can also be applied to Hair and Skin for great results.

Benefits:

- Reduces Inflammation
- Promotes Healthy Gut
- Reduces Cancer Risks
- Manage Blood Sugar well
- Lowers Blood Pressure
- Supports Brain Function
- Supports Male Fertility
- Improves Lipid levels in blood
- Boosts Skin Health
- Supports Weight Control
- Rich Source of Omega 3s
- Improves Heart Health
- Fights Insomnia
- Fights Fungal Infections

USES:

Consume with Milk

1-2 Teaspoons Crashola Walnut oil daily with a glass of Milk.

Consuming Walnut oil gives healthy Skin, Hair and Sharp Brain.

Application on Scalp/ Body massage

Walnut oil when applied on Scalp makes hair Strong & Healthy.

When used in Massage, enhances Blood circulation and Bone health.

Add to Smoothies, Shakes and Salads

1-2 Teaspoons can be added to your favourite Smoothie or shakes or can be used as a Salad dressing too.

CASTOR OIL

Castor Oil is predominantly made up of ricinoleic acid and oleic, rinoleic, palmitic, stearic acid. In India, Pakistan and Nepal food grains are preserved by castor oil which prevents the rice, pulses, wheat from rotting. Castor Oil is also consumed raw by pregnant women to stimulate labour. It is also a popular natural remedy for common conditions like Constipation, skin ailments and is also used in natural beauty products. Castor oil is also good for thicker Hair.

Benefits:

- Boosts Hair Growth
- Moisturizes Skin
- Boosts Immune system
- Cures Constipation, Acidity
- Induces Labour
- Reduces Knee, Joint Pains
- Promotes Wound Healing
- Warts and Mole removal
- Promotes Scalp Health

USES:

Chronic Constipation

1 Tablespoon Castor Oil with warm water or juice works as a great laxative.

Joint Pains

Massaging Castor Oil and then placing a hot water bag reduces Pain and Inflammation in Joints.

Boosts Hair Growth

If applied on Eye brow and lashes show great growth.

If applied on the scalp, boosts hair growth.

STORING COOKING OILS

Lastly, good oils are not cheap, so let's close on how you can ensure your oils last as long as possible.

Light, heat and moisture all contribute to a shorter shelf-life of any cooking oil, so be sure to store them in a dark, cool place such as a cupboard. (Pic on right for storage)

We confess to storing our everyday Groundnut oil out in the open on the kitchen platform a little far away from our burner, because we go through each bottle so quickly – that's what happens when you're a foodie. However, if you take longer than 4 months to use a bottle of oil, tuck it away in a cupboard.

Also, good rule of thumb – store Flaxseed oil, Almond oil, Walnut oil, Castor Oil in the fridge to prolong freshness. We have definitely had a very nice walnut oil go rancid on us, which is never fun.

We hope our Guide to Cooking Oils has given you all the smarts you need to confidently choose oil that's best for your health and cooking needs.

Keep this guide handy to help you out in the kitchen and to reference any time you cook.

Crashola's Essential Guide for Cooking oils can be downloaded and printed for free.

THE RIGHT OILS

MYTH BUSTING TIME: Fats aren't good to be consumed

Cooking oil is Fat which is a great source of energy for the body. Fats provide the highest source of energy to the body. Most importantly, certain essential nutrients like Vitamin A, Vitamin D, Vitamin E and Vitamin K are Fat soluble and hence a pure and good quality of oil is necessary for smooth functioning of our body. This does not mean we excessively consume fats as anything that's done in excess is always harmful. We need to make a point of consuming only the Wood pressed oils for the best of the Health as other methods like refining involve use of High Heat and Many chemicals. Eventually our body does not perform its best with synthetic chemicals in our body. Pure fats are good fats from wood pressed oils which lower your bad cholesterol for Heart Health.

Benefits of Wood pressed Oils:

- Retains the Natural Taste and Aroma
- Retains Original Nutrients and Vitamins from oil seeds
- Rich in Antioxidants and Vitamin E to fight Cancer cells
- Keeps Fatty acid bonds intact, making it Heart Healthy
- Retains the Original molecular state of the oilseeds
- Boosts Immunity & Fertility
- Gives you chemical free unrefined pure and natural oils
- Rich in anti ageing properties
- Lighter and good for Digestion
- Higher in viscosity and consumed 30-40% lesser
- Helps in maintaining Blood pressure and Sugar levels

FREQUENTLY ASKED QUESTIONS

1. What is wood pressed oil?

Wood pressing is a 5000 year old traditional method in Ayurveda for extraction of Cooking oils. In this method, the seeds are crushed between a rotating wooden vessel and a wooden pestle at a slow speed. This crushing of seeds after a substantial time gives us the purest form of cooking oil. In the olden days, bullocks used to rotate the vessel however today motors are used to rotate the vessel.

2. How is the process of wood pressing different from that of Refined Oils?

The extraction of Refined oils takes place at a temperature which is more than 250°C alongwith the help of solvents & chemicals for maximum extraction of oils. This extracted oil is not marketable due to heat and these chemicals and hence, a series of processes are performed to make it marketable enough. The refined oils undergo through Distillation, Degumming, Neutralization, Deacidification, Bleaching, De-odorisation and Preservative addition.

However, woodpressed oils do not undergo any of these processes and are completely free from any chemicals and preservatives.

Wood pressed oils are thicker and lighter and expand on heating and hence are consumed 40-50% lesser than any refined oils and hence cost effective.

3. What are the benefits of Wood pressed oils?

Wood pressed oils being the purest forms of fats restore your digestive system and aids digestion and metabolism. Wood pressed oils also have their own original Taste, Aroma and also Retains the highest Nutritional values in comparison to Refined & Filtered oils. And not to forget, the woodpressed oils are free from chemicals and preservatives and hence are a boon to our health.

4. How do I Choose a Cooking oil for myself? What should I consider apart from the Benefits and uses?

Choose and oil for which the seeds are grown within 200 kms of radius around you. Seeds those are local to you. The fact that nature accepts them in your climatic condition, you body will too. It can be Coconut oil if you are on Coastal Regions or South of India. It can be Groundnut or Safflower or Sesame oil if you are in East/ West

FREQUENTLY ASKED QUESTIONS

Part of India. It can be Mustard Oil if you are in Northern part India. Choose the main Cooking oil as your everyday oil and add others like Flax Seed oil and Almond Oils in your diet to get optimum nutrition.

You can keep switching oils every 3 months to get the best of the health benefits from variety of oil seeds. Choose any of the above ways.

5. Why did refined oils come into the market? Why are oils extracted chemically when it can be extracted naturally?

- a. They are more than 50% cheaper alternatives to pure oils due to use of chemicals.
- b. Wood pressing can be done in small batches only whereas Refinement can happen on a large scale. (Wood pressing will yield around 5 litres of oil in a single batch of 1.5 hours whereas Refinement process will yield more than 1000 litres in 1.5 hours)
- c. Refinement can use low quality oil seeds as they are eventually neutralized however wood pressing will require good quality of seeds.
- d. Blending of Cheap imported palm oils and cottonseed oils to save manufacturing costs.
- e. Extraction of oil from rice bran, cotton seed, Soyabean etc is not possible in wood pressing. These oils weren't even prevalent 40 years ago. Refinement allows extraction of oil through such seeds too which makes the final product economical.

6. Why should we avoid Refined Oils and Switch to Woodpressed oils?

Neither do we need to store our oils for more than 6 months nor do we need to consume chemicals unnecessarily. Eating less processed foods always keeps us healthy and hence shifting from chemicals to Woodpressed oils will help us achieve our health goals.

7. Why do wood pressed oils Foam on high heating?

As the wood pressed oils are pure and do not undergo Machine filtration process

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which heats the oils in the refinement process above the smoke (Boiling) point of the oils, Foaming is a natural phenomenon and is in fact a PROOF of its Purity stating that there were no chemicals like antifoaming agents used in their making. We only perform Physical filtration process by settling the oils under gravity for 6 to 7 days. Thus these oils are a little Thicker and full of Nutritive Values. Thus Quantity Required for Cooking is less as Compared to Refined oil.

8. Why is wood used in extraction?

Wood has a property of absorbing heat. When the seeds are crushed in the wooden churner, the heat generated due to friction is absorbed by the wood keeping the oil at the room Temperature. It is due to this wood that the oil is extracted at a temperature lesser than 40 degrees which helps it retain the Maximum Nutrition and gives us the best quality of oil. Wood churning does not extract the complete oil from the seeds and hence the oils are expensive than the ones extracted in metal churners and Refining process.

9. Can we use these oils for external application too?

Yes, the oils being 100% pure can always be used for external application too along with consumption.

10. Why are wood pressed oils more expensive than Refined oils?

There are many reasons why they are expensive. The wood pressed process itself is a very labour-intensive one using simple devices without external heat or chemicals. The oil that is extracted from the parent seeds is only around 35 to 40%. But 100% of nutrients and natural aroma are maintained in these oils. On the other side, Refined oils are extracted at high heat temperatures that go up to 250°C and use solvents like hexane to extract nearly 99% of oils from the seeds to make it economical. In this chemical processing, compromising on quality and health gives you better pricing but invite disadvantages too. More and more chemicals are used to cover these disadvantages. Every bit of the seed is exploited which makes the process a lot cheaper finally. But natural nutrients in Refined oils are lost, properties of the oils are altered, and finally the oil is deodorized to make it smell like what is expected.

In wood pressing, the oils may seem expensive but actually they are in line with the costings of the refined oils as the quantity required for Woodpressed oils in a month

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is much lesser than that of refined oils. On spending that little extra, you get pure oils alongwith the best of health benefits always. This not only saves you from long Hospital bills but also gives you a peaceful life. We at CRASHOLA are not trying to make Cheap oils for mass consumption, in fact we focus on the Health more than any other brand and give you the best of the value for the money that you invest in your health. CRASHOLA is for the Health Conscious ones who make that extra effort to stay healthy. For more information, kindly click on the link. Download our Free Handbook on Cooking Oils.

11. What sets you apart? Why should we buy your Products?

Most Brands don't value your Health over Profits. They use deceptive marketing practices to trick customers into thinking their food is something that it's actually not.

We believe in Real Food without added chemicals & Inherent Health Benefits backed by our Traditional Heritage. We have Products without Toxins & Labels without Lies. Our products are 100% natural without any chemicals used and are highly nutritious. Our methods are based on ancient wisdom and traditional techniques. And to add to your convenience, we deliver them to your doorstep.

We conduct various Health seminars where our focus is never to sell our products but to give you valuable insights which help you in your journey to Good Health. We have done such seminars in various Corporates and Groups. We believe in sharing Traditional insights which should be passed further to the newer generations.

12. Which is the Best Wood pressed Cooking Oil? Is it Groundnut Oil or Coconut Oil or Sesame Oil? Which One?

There is no such oil which is the best. All oils have their own benefits and Properties. However you can decide which oil will be better for you depending on various properties. Let us learn more about each oil.

a. **Groundnut Oil:** This is the most Widely used in Indian Cooking and is one of the Healthiest Oils that we have due to their balanced Mono and Poly Unsaturated Fats. Very convenient to use in Regular Cooking, Sauteing, Deep Frying, Salad Dressing. Groundnut Oil can be used at any time in the year. It is also rich in Omega 3 fatty acids which are found in very few sources and are known for regulating inflammatory

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processes in the body. The Ratio of Omega 3 to Omega 6 is optimum in our Groundnut Oil.

b. Coconut Oil: This one is digested very easily and hence is a preferred version for Weight Loss. It has a strong flavour and aroma which is loved by many. Coconut oil has a high smoke point and can be used for Regular Cooking, Sauteing, Deep Frying, Baking. It is a preferred option by the Non vegetarians for its Flavour. Coconut Oil prevents Acidity and Constipation problems. Coconut Oil is good for somebody with Dementia, Hair and Skin Problems.

c. Sesame Oil: This one tops the List in Benefits in Ayurveda. Sesame oil is very beneficial for your Health and has a good balance of Mono and Poly unsaturated fatty acids. Sesame oil is rich in Zinc, Antioxidants and has strong anti-inflammatory properties. It is good for your Heart. Sesame oil can be used Regular Cooking, Sautéing, Deep Frying. Mostly it is preferred to use Sesame oil in Monsoon and Winter Season. Topical application relieves joint pains and arthritis.

d. Safflower Oil: Safflower Oil has a bland Taste and very less aroma. It is rich in Omega 6 Fatty acids. This one is good if you are more into deep frying. There is very light absorption in food. If you wish to consume this oil, then you should also consider adding Flax Seed oil to your diet for maintaining the Omega 3 fatty acids.

e. Mustard oil: This one is known for its Strong flavour, Pungent Aroma and high smoke point. Its often used for Sautéing and Stir frying. Mustard oil is rich in Mono unsaturated fatty acids known for its heart health benefits. Mustard oil has Omega 3 fatty acids and have a high smoke point too. Topical use of Mustard oil is beneficial for Skin and hair problems. Mustard oil is known for benefitting muscle health. This one is preferred in Winters and in cold places.

f. Mamra Almond Oil: Firstly these oils are extracted from Mamra variety of Almonds which are known for its benefits. They are sparsely found unlike the Californian almonds. It can be consumed raw or added to milk, smoothies, etc for the best benefits. 1 piece of Mamra Almond is equivalent to 8 Californian almonds and hence pricey. Mamra Almond oil has very high nutrition compared to other almond oils and is one of the best for Growing Kids and Women. Mamra Almond are known for being rich in Riboflacin (Vitamin B2) and Valproate and Zing, Magnesium and many other minerals that are best for Brain development. Mamra Almond oil is good for preventing Alzheimers, Parkinsons any other Brain related diseases.

g. Flax Seed Oil: This one cannot be used in Heat. You cannot cook in this oil as it

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has a very low smoke point. Also flax seed oil is rich in omega 3s making it the best addition for a heart healthy diet. Flax seed oil has proven benefits to reduce cancer cell growth and is known for its anti-inflammatory properties. It is used in its Raw form for direct consumption or Dressing your salads or adding to your milk, smoothies, Shakes and juices. Flax seed oil has anti-aging properties along with many anti-oxidants.

Consuming flax seed oil is very much beneficial to maintain a healthy Omega 3 levels for which most of vegetarians and Vegans are deficient. Omega 3s are found very sparsely in Vegetarian sources and hence including Flax seed oil in your diet is the easiest and the best way to increase nutrition in your diet. One Tablespoon of flax seed oil is enough to give you daily necessary Omega 3s. This way you can avoid taking expensive Non Vegetarian Omega 3 supplements in the form of Krill oil or Fish Oil. Its a Must add to our daily routines.

h. Niger Seed Oil: This oil is a substitute to Olive oil with a Good flavour and can be used for Direct Consumptions, Salad dressings, Regular cooking, Stir frying, Sau-téing and external applications too. This oil is full of nutrients and has a non acidic stability which makes this oil very healthy for regular use. Niger seed oil is rich in minerals like calcium, zinc, magnesium, sodium, potassium, as well as traces of copper which are important for health. Niger seed oil has a great traditional significance in Naturopathy and is well known for its healing properties and is also known as a natural cure for Rheumatism. This oil can also assist in weight gain and hence should be used in moderation. This oil is very good for your skin conditions. Niger seed oil is also used for massages and is an effective reliever of aches and pains. This oil is a altogether a good choice in the kitchen.

i. Castor Oil: This oil cannot be used for cooking and in fact more than 3 Teaspoons of this oil can be poisonous. It is well known as a natural laxative helping the movements of the bowels in your intestines. Castor oil can relieve constipation and is considered safe for consumption in small quantities. Castor oil can be externally used on Hair and scalp and shows excellent results on dandruff and Hair loss and is known to promote Hair growth. This oil if applied on skin for a couple of hours is also a good moisturizer.

OUR IMPACT

When Me and My family got together 3 years back and Started Crashola, we never imagined what was going to happen.

So many lives have been impacted, changed for good around the world, and now we have been joined by Thousands and Thousands of Health conscious Families.

On average, Crashola Distribution facilities Service to more than 20000 customers on a regular basis through our Crashola Business Partners. We have helped more than 300 organic farmers by improving their lives and make the most by contributing not only to themselves but also towards Crashola's Growth.

We source more than 10 varieties of oil seeds and so many other raw materials from various parts of the country in a manner that not only ensures quality but also encourages more Natural and organic farming.

Currently we have Associates across various cities in India like Mumbai, Delhi, Bangalore, Gauhati, Indore, Nasik and so many more.

In association with NGO Swalpviram, we have provided education, Good facilities and Infrastructure to many villages in Maharashtra. A good percentage of your money spent goes back to the Society.

Lakhs of People are now moving towards Organic food products and there is this huge demand for wood pressed cooking oils which have a proven 5000 year track record.

We invite you to join hands with Crashola to start living your Passion for Health.



OUR PRODUCT RANGE IN WOOD PRESSED OILS

- Groundnut Oil
- Coconut Oil
- Sesame Oil
- Mustard Oil
- Safflower Oil
- Flax Seed Oil
- Niger seed oil
- Mamra Almond Oil
- Castor Oil
- Walnut Oil

OTHER COOKING ESSENTIALS

- Organic Supplements
- Jaggery and Himalayan Salts
- A2 Gir Cow Ghee
- Dehydrated Superfoods
- Organic Grains and Pulses
- And So much More

THANK YOU!

We are always here for you, to solve your Cooking Oil worries/ queries and bring you relevant solutions!

Reach us on contact@crashola.com

For Free Consultations Call/Whatsapp: +91 99202 71926



All product details and information on www.crashola.com



Chirakanksha Foods, Mumbai