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*Upshot*

**Portugal:**

A Beautiful  
Blend of Tradition,  
Culture, and  
Scenic Beauty

*Blog*

**The Oldest Football  
Clubs in England -**  
A Legacy of Tradition  
and Glory

## ALESSANDRO VENEZIA

COO | Belcanto Restaurant

Leading with **Integrity And Innovation**  
**IN THE FOOD & BEVERAGE INDUSTRY**

APAC's Most

**Influential  
Business Leader  
to Watch in 2024**

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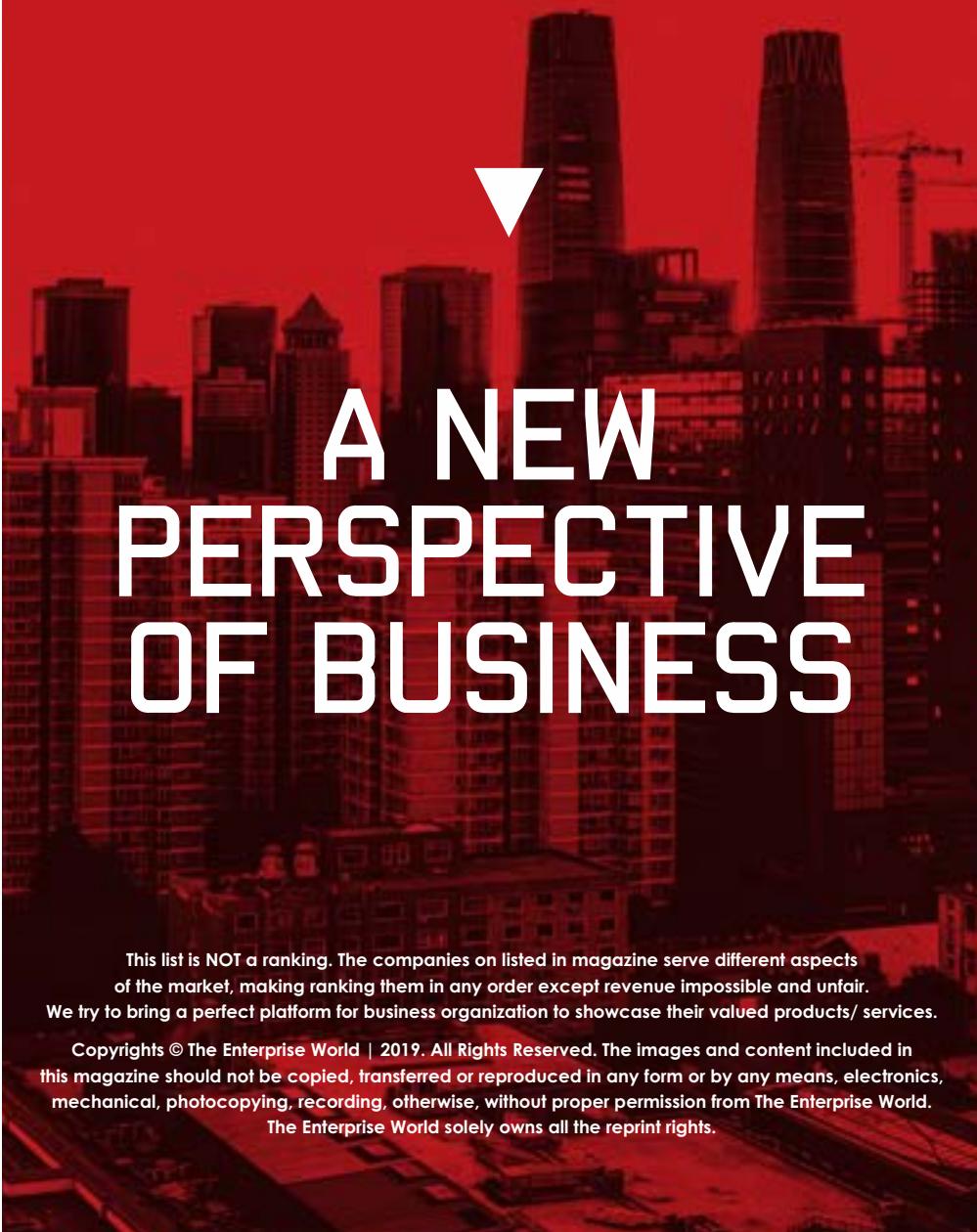
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# FROM EDITOR'S DESK

**Alessandro Venezia, the dynamic COO of Belcanto Restaurant,** is a testament to the power of passion, hard work, and strategic thinking. With a deep-rooted love for the food and beverage industry, Venezia has made significant contributions to the success of multiple ventures.

Hailing from Italy, Venezia's entrepreneurial journey began with Venezialand, a top-tier playground that he co-founded with his brother. This venture not only brought joy to countless children but also stimulated local businesses and created employment opportunities. Venezia's foresight and dedication were instrumental in the success of Venezialand.

His international experiences in Australia, America, Singapore, and Dubai have exposed him to diverse cultures and business practices. These experiences have honed his skills and broadened his perspective, enabling him to approach challenges with a global mindset.

At Belcanto Dubai, Venezia's strategic acumen and operational expertise are driving the restaurant's success. He is committed to optimising processes, enhancing customer experiences, and fostering a positive work environment. By leveraging his knowledge of quality management, sales, and financial management, Venezia is ensuring that Belcanto remains at the forefront of the culinary scene.

Venezia's belief in the power of hard work and continuous improvement is inspiring. His dedication to his craft, coupled with his unwavering optimism, has made him a respected leader in the industry. As he continues to innovate and elevate standards, Venezia's impact on the food and beverage industry is sure to be felt for years to come.



Shalmali W.



# LEADERS IN SPOTLIGHT

For the cover read about -

**Alessandro Venezia, the dynamic COO of Belcanto Restaurant,** is a true visionary in the world of hospitality. With a passion for culinary excellence and a sharp business acumen, Venezia has made significant contributions to the success of multiple ventures.

Hailing from Italy, Venezia's entrepreneurial journey began with Venezialand, a top-tier playground that he co-founded with his brother. This venture not only brought joy to countless children but also stimulated local businesses and created employment opportunities.

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# ALESSANDRO VENEZIA

## Leading with Integrity and Innovation in the Food & Beverage Industry

Leadership in the food and beverage industry involves a mix of vision, motivation, adaptability, and essential skills. Leaders play a pivotal role in shaping their organizations, guiding their teams, and ensuring they meet the growing market demands. **Alessandro Venezia, COO at Belcanto Restaurant** is a strong leader and problem-solver with profound admiration for the food and beverage industry. He is dedicated to optimizing operational processes to minimize costs and improve organizational efficiency. Additionally, Alessandro prioritizes delivering exceptional service to clients while cultivating a positive work environment for employees. His expertise spans quality management, strategic planning, sales, financial management, marketing, sanitation protocols, and food and beverage operations to drive profitability.



**Alessandro Venezia**  
COO | Belcanto Restaurant



## **A Legacy of Passion and Purpose**

Alessandro is known for his roles as the owner of Venezialand and the General Manager at Belcanto Restaurant. Venezialand emerged from a shared vision between Alessandro and his brother. After achieving success internationally, he felt compelled to invest in his hometown to create job opportunities and stimulate local businesses. After careful consideration and a solid business plan, he fully invested in a top-tier, custom playground. With complete ownership and no liabilities, this investment yielded returns from the very first day.

Alessandro has gained valuable experience working in Australia, America, Singapore, and now Dubai, where he has had the privilege of learning from some of the most successful business leaders. Since he was young, he aspired to become a successful businessman, understanding that success does not come easily—hard work, sacrifice, belief in one's abilities, and continuous improvement are essential for achieving success.

*“Luck favors those who consistently make the right decisions.”* He says.

Opening Venezialand in his hometown in Italy exceeded Alessandro and his brother's expectations, prompting them to seek new locations to expand the brand. Alessandro's ambition led him to join Belcanto Dubai, a remarkable restaurant known for its impressive assets. Captivated by its beauty and concept, he embraced the opportunity to become the COO of Belcanto. Together with his team, Alessandro is committed to refining every detail to realize the restaurant's full potential.

**“Luck favors those who consistently make the right decisions.**

**”**

## Challenges as Opportunities

In every business, challenges and risks are an inherent part of the journey, and overcoming them is essential. It is important to maintain a positive outlook and remember that there is a solution to every problem. Alessandro remains committed to learning from the best and has unwavering confidence in both his own abilities and those of his team.

He hails from a charming little town in Sicily, where opportunities may not be as abundant as in a bustling metropolis. Reflecting on his accomplishments thus far, he is proud of his achievements and remains dedicated to striving for even greater success.

*"It is essential for everyone to have faith in their dreams, commit to continuous learning, exercise patience, and diligently follow the process. Success will inevitably follow, regardless of the industry or background," he says.*

In a city like Dubai, where competition is intense and new establishments appear every day, consistency is essential for success. Belcanto distinguishes itself as a premier restaurant, where every employee is committed to providing a culture of quality and accountability. The restaurant has a promising future, reflecting the dedication and passion of the employees.

**"It is essential for everyone to have faith in their dreams, commit to continuous learning, exercise patience, and diligently follow the process. Success will inevitably follow, regardless of the industry or background."**



# BELCANTO

RESTAURANT AT DUBAI OPERA



# Cover Story



## True Leadership and Values in Business

Alessandro's values play a big role in how he runs the business. He prioritizes ethical values, promoting the 4 pillars of business ethics—integrity, honesty, fairness, and transparency. As a visionary and positive individual, he constantly aims for self-improvement and trust in the Belcanto brand. He expects his team to share this same dedication, as every aspect of the business holds importance. Aware of the immense responsibility, he recognizes the endless possibilities of running a multimillion-dollar company.

Alessandro's primary objective is to impart his knowledge and expertise to the professionals collaborating with him, setting a leading example. Engaging in the world of business requires a deep passion and significant dedication. While some may perceive success as driving a luxurious car or flying first class, true success lies in striving to be the best in the field, regardless of role or location.

Establishing himself as a global leader in the industry, Alessandro takes great pride in his journey, having built his success from the ground up without external assistance. His dedication and humility have been instrumental in turning his aspirations into reality. Above all, it is his beautiful family that fills him with the greatest sense of pride.

## The Approach to Business Management

Holding the position of COO and business owner entails a considerable amount of responsibility, which is a crucial aspect of Alessandro's daily routine. He starts his day early, dedicating time not only to focus on his business but also to prioritize self-care through physical activity. Furthermore, he invests significant time and energy into his family as well as his commitments to Belcanto and Venezialand.

Alessandro stays informed about daily happenings, keeping track of what is happening every day including who is leaving and who is arriving. He remains updated on the construction progress and the status of each employee, receiving comprehensive department reports every night.

*"I know everything. If you lose the feeling of the business, then you are left out,"* he says.

Staying updated on technological advancements like artificial intelligence is crucial for optimizing operations to keep the business running in today's time. Implementing methodologies such as the 'Just In Time' technique ensures efficiency, cost-effectiveness, quality maintenance, customer satisfaction, and innovation.

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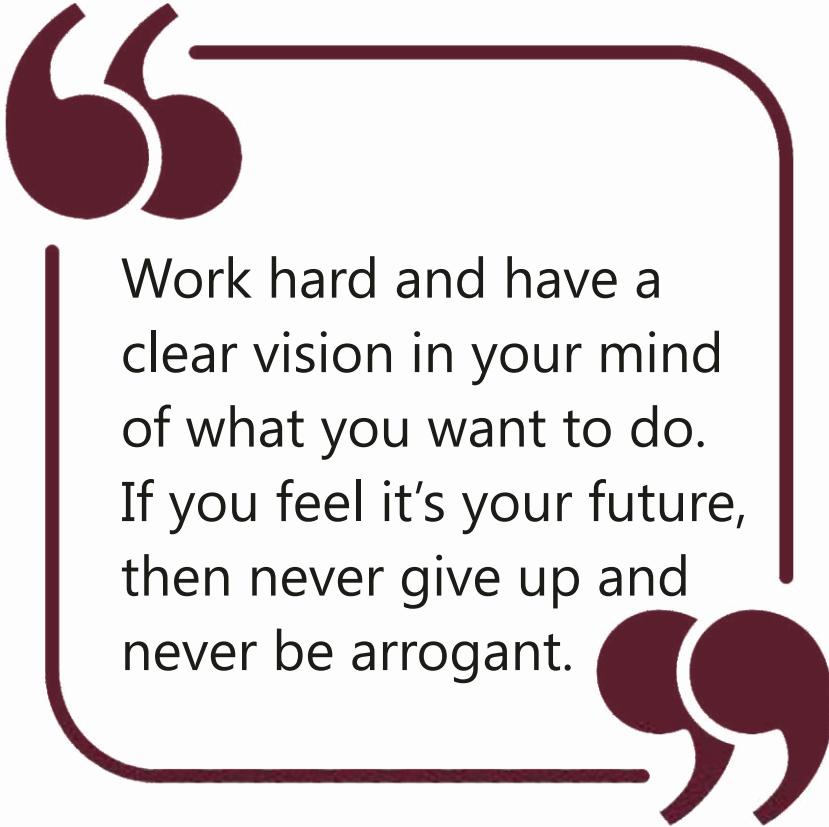


### Maintaining Work-Life Balance

Having a work-life balance is crucial in the business world today. Alessandro strives to work efficiently, stay organized, and utilize the Eisenhower technique to prioritize tasks rather than putting in unnecessary effort. Those in this role must possess creativity and a visionary mindset, ensuring that every decision and strategy is backed by thorough analysis and consideration of all possible scenarios. Alessandro is extremely detail-oriented and responsible in his work, which has greatly contributed to his success.

### Advice for Fellow Business Leaders

People often underestimate the complexity of the hospitality industry, assuming it is an easy field to enter. However, success in hospitality requires a deep love for the work, adherence to high standards, strong management skills, extensive study, and unwavering dedication. To truly excel in any industry, one must commit to hard work, remain grounded in reality, and patiently wait for the right opportunity.



Work hard and have a clear vision in your mind of what you want to do. If you feel it's your future, then never give up and never be arrogant.

E V E R Y T H I



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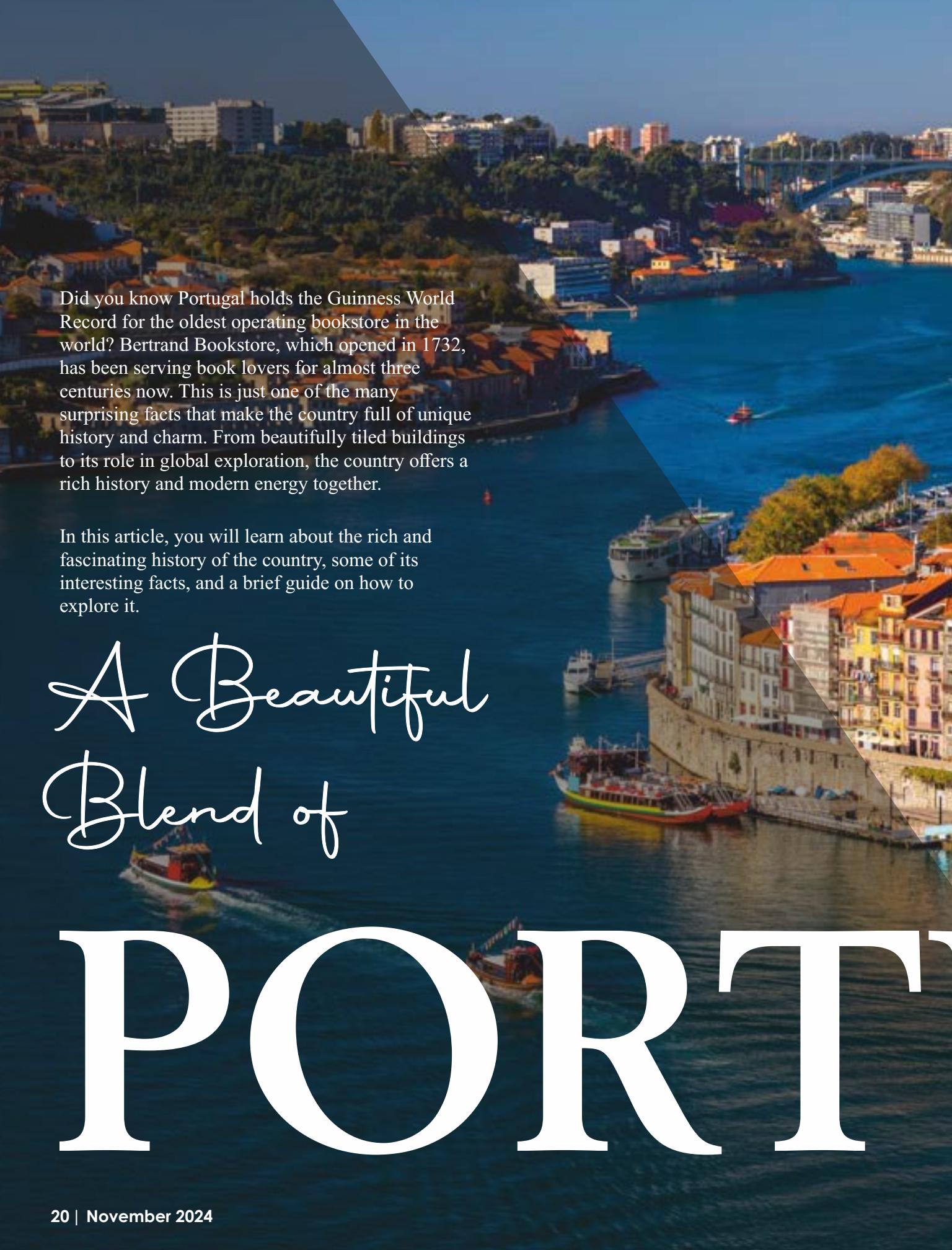
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Did you know Portugal holds the Guinness World Record for the oldest operating bookstore in the world? Bertrand Bookstore, which opened in 1732, has been serving book lovers for almost three centuries now. This is just one of the many surprising facts that make the country full of unique history and charm. From beautifully tiled buildings to its role in global exploration, the country offers a rich history and modern energy together.

In this article, you will learn about the rich and fascinating history of the country, some of its interesting facts, and a brief guide on how to explore it.

# A Beautiful Blend of PORT

# UGA



# Where is Portugal Located?



The country is in southwestern Europe on the Iberian Peninsula. It borders Spain to the east and north, while the Atlantic Ocean lies along its western and southern coasts, giving it beautiful beaches and port cities. It's also the westernmost country in mainland Europe.





## Climate and Best Time to Visit

Portugal has a Mediterranean climate, which means mild winters and warm to hot summers, especially in the southern regions like the Algarve. Coastal areas are generally cooler, while inland areas, like Alentejo, can get quite hot in summer.

### **SPRING** (March to May)

If you're someone who likes peace and enjoy lovely nature with different destinations this could be the best time to visit the country. The temperature in this climate ranges from 15°C to 25°C (59°F to 77°F).

### **SUMMER** (June to August)

This is the peak season of the country to enjoy the lively festivals and events in cities like Lisbon and Porto. The temperature in this season equals or more than 30°C (86°F)

### **AUTUMN** (September to November)

Again this is another great time to visit the country, with the comfortable weather, fewer crowds, and grape harvests in the wine regions. The temperature in this season lies between 17°C and 27°C (63°F to 81°F).

### **WINTER** (December to February)

This could be the best season for sightseeing without crowds especially along the coasts. In the mountains, you may find some snow, especially in Serra da Estrela, Portugal's highest peak. The temperature in this season ranges between 8°C to 15°C.

# Rich and Fascinating History

Portugal has a rich history that dates back to Roman times, leaving behind influences in art, architecture, and language. In 1139, the country became an independent kingdom under King Afonso I. The 15th and 16th centuries were Portugal's golden age, known as the Age of Exploration. Explorers like Vasco da Gama and Magellan opened trade routes to Africa, India, and Brazil, making the country a powerful empire.

However, the country faced a decline in the 17th and 18th centuries due to wars and the loss of colonies. In 1910, the country became a republic, but political instability led to a dictatorship in 1926. The 1974 Carnation Revolution peacefully ended the dictatorship and restored democracy.

In 1986, the country joined the European Union, leading to modernization. Today, the country is known for its vibrant culture, beautiful landscapes, and historical landmarks, making it a popular destination for visitors worldwide.





## Key Events You Should Never Miss

The country is full of vibrant culture and exciting events throughout the year. Here are some key events you shouldn't miss:

### ► **Carnival (February or March)**

The country is full of vibrant culture and exciting events throughout the year. Here are some key events you shouldn't miss:

### ► **Festa de São João (June)**

Held in Porto, this fun festival celebrates St. John with street parties, fireworks, and delicious traditional food.

### ► **Fado Festival (May)**

Celebrate Fado, Portugal's soulful music, in Lisbon with live concerts and performances, showcasing this iconic music style.

### ► **Lisbon Fashion Week (March/October)**

A must-see for fashion lovers, this event highlights Portuguese designers and the latest trends in fashion.

### ► **Oktoberfest (October)**

Lisbon hosts its version of Oktoberfest with beer, music, and food, offering a taste of this famous German celebration.

### ► **Festas de Nossa Senhora da Agonia (August)**

Held in Viana do Castelo, this festival honors the city's patron saint with processions, music, and traditional dancing.

### ► **Madeira Flower Festival (April)**

This colorful festival in Madeira celebrates the island's flowers with parades and floral displays.

### ► **Lisbon Music Festival (June)**

Enjoy live performances by both Portuguese and international artists at this lively music festival in Lisbon.

### ► **Rock in Rio Lisbon (May)**

A major music festival that brings top global artists to Portugal, perfect for fans of rock and pop music.

### ► **The Algarve International Film Festival (November)**

This film festival showcases international cinema, attracting filmmakers and movie lovers from around the world.



# Foods You Must Try in Portugal

The country offers a rich variety of flavors that reflect its vibrant culture and history. From savory dishes like bacalhau to sweet treats like pastéis de nata, Portuguese cuisine is known for its fresh ingredients and bold, comforting flavors.

## • **Bacalhau (Salted Codfish)**

Bacalhau is a traditional dish in the country that is often called “the dish that Portugal eats”. The ingredients used to make this mouthwatering dish are salted cod, potatoes, onions, olives, and olive oil.

## • **Pastéis de Nata (Custard Tarts)**

These sweet tarts are a popular dessert, especially in Lisbon. The major ingredients used to make this dish are puff pastry, eggs, sugar, milk, and cinnamon.

## • **Caldo Verde (Green Soup)**

This is a comforting soup that is very popular in the northern part of the country. The major ingredients used to prepare this soup are kale, potatoes, chorizo (sausage), onions, and olive oil.

## • **Francesinha (Little Frenchie)**

This is a popular sandwich that is loved for its delicious flavors. It is often preferred to eat with fries and the major ingredients used to make it are bread, steak or sausage, cheese, and a spicy sauce.

## • **Amêijoas à Bulhão Pato (Clams with Garlic)**

It is a popular seafood dish, especially in Lisbon and the Algarve. The major ingredients used to make this are clams, garlic, olive oil, cilantro, white wine, and lemon juice.

# 5 Interesting Facts About Portugal You Didn't Know

Discover some fascinating and lesser-known details about the country, with a rich history, unique traditions, and a culture that has left its mark on the world. From its global contributions to unexpected landmarks, here are five surprising facts about this beautiful nation.

1. **Portuguese** is the official language of nine countries, including Brazil, Angola, and Mozambique, making it one of the most spoken languages in the world.
2. The country is home to the **Vasco da Gama Bridge**, the longest in Europe, stretching over **17 kilometers** across the Tagus River.
3. It is famous for its **Port wine**, a fortified wine from the Douro Valley, and it is one of the oldest regulated wine regions in the world.
4. It was the **first country** to establish a global empire, with colonies stretching from Brazil to parts of Africa and Asia.
5. The country is the world's largest producer of cork, providing around **50%** of the global supply, and cork oak trees are a key part of its landscape.

## Conclusion

From its historic landmarks and unique festivals to the delicious foods and fascinating facts, Portugal is a destination that promises something for everyone. Whether you're exploring its beautiful beaches, enjoying lively events, or festivals, the country charm will make it an unforgettable experience place to visit. Plan your next trip to this amazing destination.

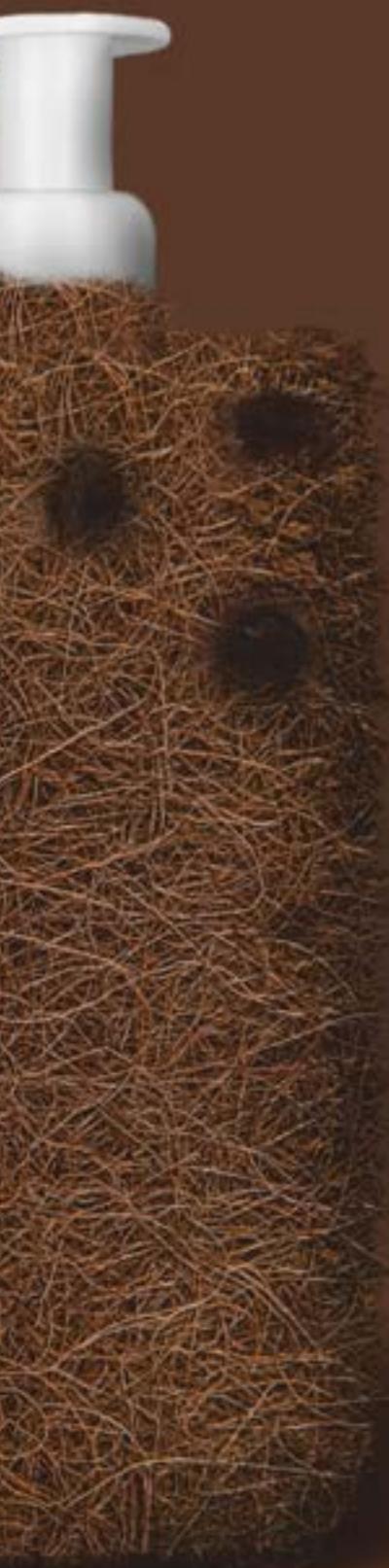




**IF IT WERE ANY MORE NATURAL,  
IT WOULD'VE FALLEN OUT OF A PALM TREE.**

REAL COCONUTS WISH THEY SMELLED THIS GOOD.  
COCONUT AND VANILLA SCENTED SHAMPOO  
MADE WITH 10 OR LESS NATURAL INGREDIENTS.

**NATIVE**



# The Oldest Football Clubs in England

*A Legacy of Tradition and Glory*



Football in England is more than just a game—it's a passion that brings people together. When you think about the sport, you can not help but remember the clubs that have been around forever. The “Oldest Football Clubs in England” are the teams that are a big part of football history.

**Have you wondered how these clubs got their start?** Each one has a unique story filled with memorable players and moments. Let's take a closer look at some of these legendary clubs, explore their unique histories, and find out what makes them stand out.



ball  
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# Here Are Some of the OLDEST FOOTBALL CLUBS IN ENGLAND

## Club Summaries

### 1. SHEFFIELD F.C.

- **Location:** Sheffield, South Yorkshire
- **Founded:** 1857
- **Team Legends:** Charles Clegg, William Prest
- **Iconic Moments:** The first football club in the world; inaugural match against Hallam F.C. in 1860.
- **City/Suburb:** Sheffield
- **Nickname:** “The Club”



Sheffield F.C. holds the unique title of being recognized as the first football club in the world, founded in 1857. Its historical importance is immense as it laid the foundations for modern football. Despite not competing in the higher leagues today, Sheffield F.C. is a revered institution that proudly represents the game's roots.

### 2. HALLAM F.C.

- **Location:** Sheffield, South Yorkshire
- **Founded:** 1860
- **Team Legends:** Charlie Tindall
- **Iconic Moments:** Winning the Youdan Cup in 1867, the world's first football tournament.
- **City/Suburb:** Sheffield
- **Nickname:** “The Countrymen”



Known for playing in the world's oldest football fixture against Sheffield F.C., Hallam F.C. also holds a record for the oldest ground still in use, Sandygate Road. Founded in 1860, this club has the distinction of winning the first-ever football tournament, further cementing its place in history.

### 3. Cray Wanderers F.C.

- **Location:** Bromley, Greater London
- **Founded:** 1860
- **Team Legends:** Gary Abbott
- **Iconic Moments:** Winning multiple county championships in the early 20th century.
- **City/Suburb:** Bromley
- **Nickname:** “The Wands”



As one of London's oldest clubs, Cray Wanderers F.C. began as a local team and built a reputation for developing local talent. Though it has not reached professional league heights, its contribution to grassroots football in England is invaluable, keeping the club among the oldest football clubs in England.

## 4. Notts County F.C.

- **Location:** Nottingham, Nottinghamshire
- **Founded:** 1862
- **Team Legends:** Tommy Lawton, Les Bradd
- **Iconic Moments:** Founding member of the Football League in 1888.
- **City/Suburb:** Nottingham
- **Nickname:** “The Magpies”

Known as one of the founding members of the Football League, Notts County F.C. is known for its historical significance. Established in 1862, it's one of the oldest professional football clubs in England. Though this club now plays outside the English Football League, its legacy remains deeply respected.



## 5. Stoke City F.C.

- **Location:** Stoke-on-Trent, Staffordshire
- **Founded:** 1863
- **Team Legends:** Stanley Matthews, Gordon Banks
- **Iconic Moments:** Reaching the 1972 League Cup final and winning their first major trophy.
- **City/Suburb:** Stoke-on-Trent
- **Nickname:** “The Potters”

Stoke City F.C. is one of the best and oldest football clubs in England, remembered for producing legends like Stanley Matthews. Founded in 1863, Stoke City has spent many seasons in England's top leagues and boasts a passionate fan base. Their victory in the 1972 League Cup marked a high point in the club's long history.



## 6. Wanderers F.C.

- **Location:** London
- **Founded:** 1859
- **Team Legends:** C.W. Alcock
- **Iconic Moments:** Winning the first FA Cup final in 1872.
- **City/Suburb:** London
- **Nickname:** “The Wanderers”

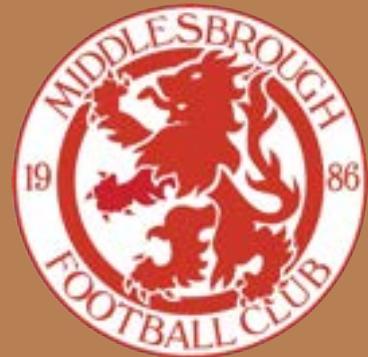
Wanderers F.C. is famed for winning the inaugural FA Cup in 1872. Although this club no longer competes in professional leagues, its early success inspired countless others and contributed to the foundation of organized football in England.



## 7. Middlesbrough F.C.

- **Location:** Middlesbrough, North Yorkshire
- **Founded:** 1876
- **Team Legends:** Wilf Mannion, George Camsell
- **Iconic Moments:** 2004 League Cup victory, the club's first major trophy.
- **City/Suburb:** Middlesbrough
- **Nickname:** "Boro"

As a major club in the North East, Middlesbrough F.C. has a rich legacy dating back to 1876. Known for its fiercely loyal supporters, Middlesbrough clinched the 2004 League Cup and remains a beloved club with a deep history in English football.



## 8. Leyton Orient F.C.

- **Location:** Leyton, East London
- **Founded:** 1881
- **Team Legends:** Tommy Johnston, Peter Kitchen
- **Iconic Moments:** Numerous promotions across divisions, known for spirited comeback stories.
- **City/Suburb:** London
- **Nickname:** "The O's"

Leyton Orient F.C. began its journey in 1881 and has weathered the storms of promotion and relegation in various English leagues. Known for its resilience, Leyton Orient remains a significant part of London's football history and a key member of the oldest football clubs in England.



## 9. Bolton Wanderers F.C.

- **Location:** Bolton, Greater Manchester
- **Founded:** 1874
- **Team Legends:** Nat Lofthouse, Frank Worthington
- **Iconic Moments:** Winning the FA Cup three times in the 1920s.
- **City/Suburb:** Bolton
- **Nickname:** "The Trotters"

Bolton Wanderers F.C. is one of the oldest football clubs in England with a rich tradition and a legacy filled with notable achievements. Its FA Cup victories in the early 20th century brought fame to the club, making it a historic name in English football.



## 10. Aston Villa F.C.

- **Location:** Birmingham, West Midlands
- **Founded:** 1874
- **Team Legends:** Paul McGrath, Peter Withe
- **Iconic Moments:** Winning the 1982 European Cup.
- **City/Suburb:** Birmingham
- **Nickname:** “The Villans”

Founded in 1874, Aston Villa F.C. is a club with both national and international achievements. Its crowning moment came in 1982 when it won the European Cup, an honor that few English clubs have managed to achieve. The club's history and success make it a well-known name among the oldest football clubs in England.

## CONCLUSION

These Oldest Football Clubs in England—they are the real OGs of the game. They have seen it all—the highs, the lows, and everything in between and they are still standing strong. Each club's got its own story and die-hard fans who have been there for generations. Whether they are playing with the big boys or keeping things real in the local leagues, their impact on football is something fans will never forget.



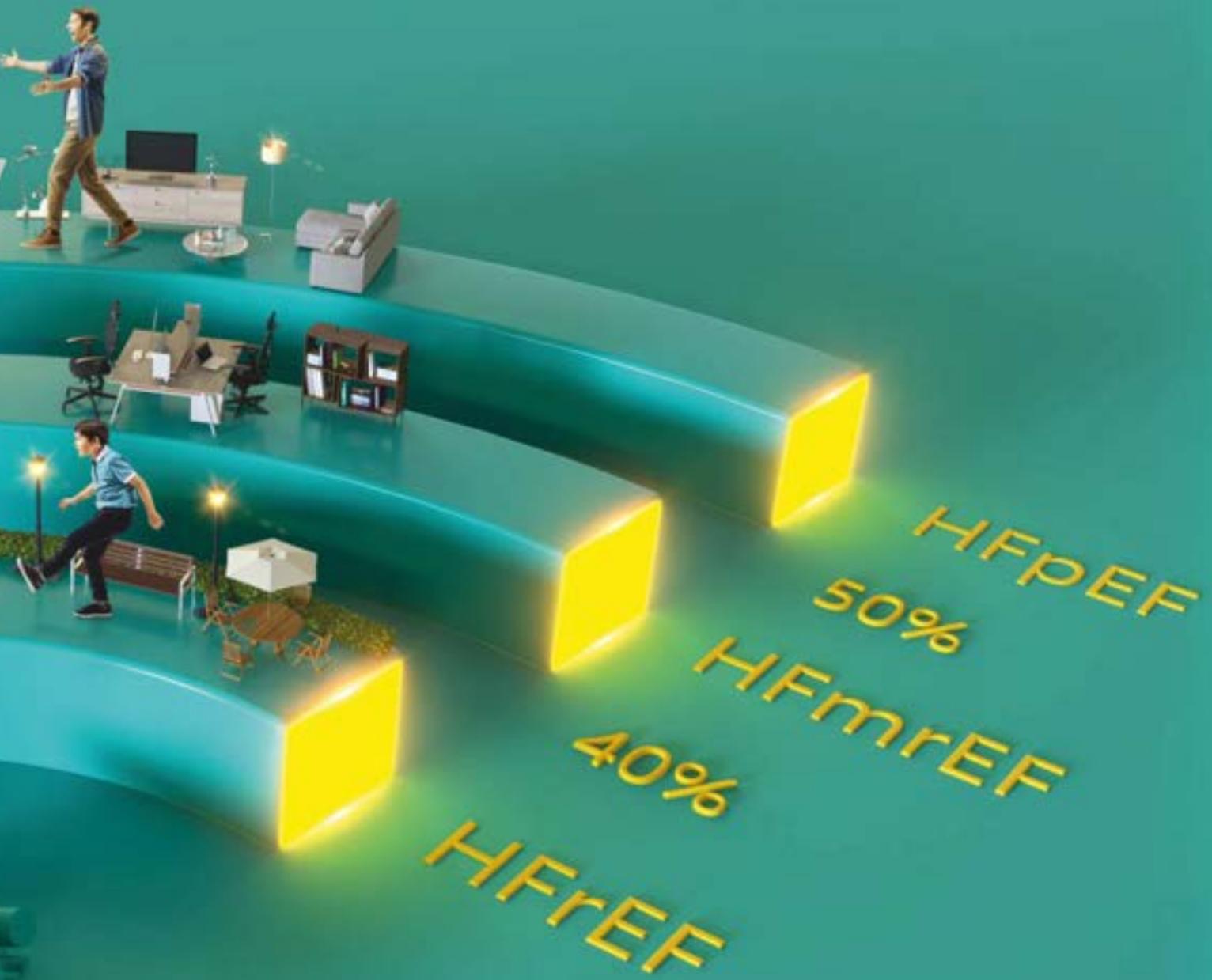


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**ACROSS FULL EJECTION**



# IN FRACTION SPECTRUM



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(empagliflozin)

Did you know that Doritos, the beloved triangular tortilla chip, was the first to go national in the United States? From the simple idea of repurposing leftover tortillas into crunchy chips, it has grown into a global snack icon. Today, it is enjoyed in more than 40 countries worldwide and generates billions in annual revenue (last year \$90 billion). With its bold flavors, innovative marketing strategies, and loyal fan base, it continues to dominate the industry and remain one of the most loved snacks around the world.

In this article, you will learn briefly about how it started, its marketing strategies, some interesting facts, and how its bold flavors, creative campaigns, and continuous product development make it the first choice for snack lovers.



***From Simple Chips to a Cultural Icon with Flavor and Fun***

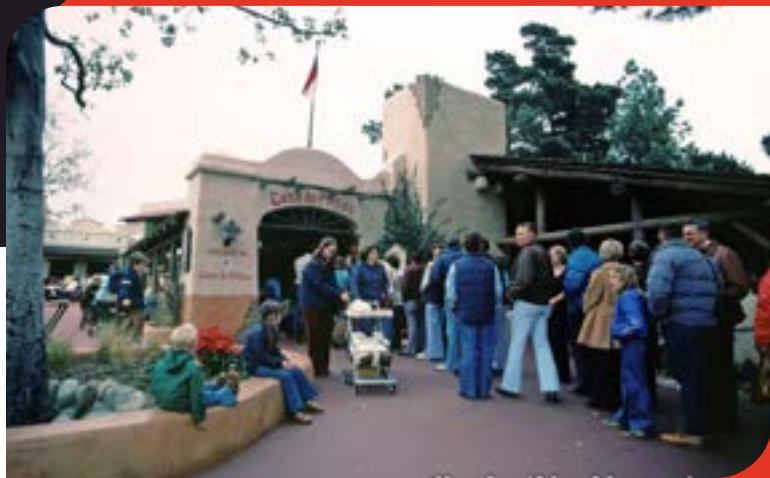
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# Brand History



Doritos, the beloved triangular tortilla chip, has a fascinating history that began with an innovative idea at Disneyland. In the early **1960s**, a restaurant called **Casa de Fritos** in Disneyland started making chips from leftover tortillas, transforming them into a crunchy snack that quickly became popular among visitors. This simple concept caught the attention of Frito-Lay, who saw potential in turning it into a commercial product.

In **1966**, Frito-Lay officially launched it, named after the Spanish word “little golden things,” with the original flavor being plain. The brand's major breakthrough came in 1967 when it introduced the Taco flavor, making it the first flavored tortilla chip on the market. This move marked the beginning of the brand's rise to fame.

Over the years, it continued to innovate with bold and unique flavors, such as Nacho Cheese and Cool Ranch, which became fan favorites. The brand's memorable Super Bowl ads and viral campaigns helped establish its strong presence in popular culture.

From its humble beginnings as a snack at Disneyland to becoming one of the most recognized names in the snack industry, it has consistently delighted snack lovers with its bold flavors and innovative marketing strategies.





# Logo History

The logo has gone through a few changes since the Doritos launch. Originally, the logo was simple and featured the brand's name in bold, simple font with a triangular shape hinting at the shape of chips.

In the 1980s, the iconic triangular chip symbol became more prominent, the font was updated to be more modern and dynamic, reflecting the bold and adventurous image that the brand wanted to convey.

By the 1990s, the logo became more colorful, and the triangle symbol became more noticeable. The colors red, yellow, and orange were used to evoke excitement and energy fitting well with the bold flavors.

In the 2000s, the logo saw a few more tweaks to make it more catchy and contemporary. The triangular symbol remains the same only the font becomes cleaner and sharper. Today, the logo continues to feature the bold triangle shape, using vibrant colors to attract attention and match its fun and edgy marketing approach.



> 2000-2005



# Doritos Market Strategies

It has built a strong brand presence by focusing on unique and daring campaigns that resonate with its audience. By constantly introducing innovative flavors and engaging in collaborations, it keeps its audience excited and loyal, ensuring its spot as a leading snack brand worldwide.



## Unique Flavors

The brand timely brings out new and exciting flavors to keep customers interested in its chips. Limited-edition flavors create excitement and curiosity in the customers.



## Targeting Young People

It focuses on younger audiences with a fun and energetic audience that appeals to people in their teens and 20s.



## Social Media

The brand stays active on platforms like Instagram and Twitter, sharing fun posts to connect more people with its tastes and varieties.



## Sponsorships

To grab the attention of a wide range of audiences at a time, it sponsors the big events of sports or music festivals.



## Influencers

The brand deals with influencers with a good number of social followers to reach out large audiences with the help of posts and stories.

# Interesting Facts About



# You Didn't Know

It has grown from a simple snack at Disneyland to a global favorite. With bold flavors and creative marketing, it's become one of the most recognized brands worldwide. In this section, we'll uncover some surprising facts about the brand, exploring how it became the beloved snack we know today.

- It was first made from leftover tortillas at Disneyland's Casa de Fritos in the 1960s. They quickly became a hit, leading to the creation of the brand.
- The name "**Doritos**" comes from the Spanish word "**doradito**," which means "little golden ones," describing the golden color of the chips.
- It was the first tortilla chips to be sold with flavors. Their first flavor was the classic Nacho Cheese, which remains one of the most popular today.
- It is known for its creative and fun Super Bowl commercials, often produced through a fan contest, which helps the brand stay connected with its audience.
- It has created limited edition flavors specifically tailored to different countries, like **Wasabi in Japan** and **Cheeseburger in the UK**.
- The iconic triangular shape of the chips was inspired by the shape of a tortilla, designed to be both unique and perfect for dipping.

## Conclusion

Starting from the small idea of repurposing the leftover chips with crunchy chips to become the most iconic snack brand in the world, the story of Doritos is one of creativity, innovation, and bold marketing. With each crunch, it continues to redefine snacking, proving that even the simplest ideas can lead to legendary success.

I BET YOU CAN'T  
CROSS THE STREET  
WHILE LISTENING  
TO MUSIC  
WITH YOUR EYES  
CLOSED



When you can't see, simple tasks can become disastrous.  
That's why we made 'em. Get this, goggles that actually don't fog up when you ski.

SMITH



Why is

**F&O TRADE**

becoming so

# Why is F&O trading so popular?

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**F**&O trading has seen a remarkable rise in popularity, capturing the attention of both big investors and newcomers. This surge isn't merely a trend; it reflects a shift in how individuals and institutions approach financial markets. The appeal lies in the potential for better returns and the flexibility these instruments offer.

The segment's popularity is clear from its significant growth, with the F&O trading segment's monthly turnover soaring to ₹8,740 trillion in March 2024, up from ₹217 trillion in March 2019. Meanwhile, the equity cash segment's average daily turnover was ₹1 trillion, and the F&O segment reached ₹330 trillion. As more participants enter the market, driven by the allure of strategic opportunities, F&O trading continues to grow. This blog explores the reasons for this increasing interest and examines why it has become a focal point for those looking to invest in the share market online.

## About F&O trading

Futures and options trading offer investors distinct approaches to managing their investments. An options contract grants the right, without the obligation, to buy/sell stock at a specific price within the contract's duration. In contrast, a futures contract obligates the buyer to purchase and the seller to sell shares on a predetermined future date unless closed before expiry. Options trading involves asymmetry, setting it apart from futures.

Consider an example where "X" buys ABC futures at Rs.950, and "Y" sells them. Both parties experience symmetrical outcomes: if the price rises to Rs.970, "X" gains Rs.20, while "Y" loses Rs.20, and the reverse happens if it drops to Rs.930. However, in options, the buyer's loss is limited to the premium paid, whereas the seller faces potentially unlimited losses. Futures are leveraged products, meaning both profits and losses are amplified. For instance, by paying a 20% margin on a Rs.100,000 investment, you leverage your position fivefold. A 10% price increase results in a 50% profit on your margin. However, the same applies to losses, which also multiply. Understanding that leverage impacts both gains and losses is crucial when trading in futures.

Both futures and options allow investors to buy investments at a set price within a specified timeframe. These financial tools can be used for returns or as a hedge against existing investments. However, the markets for these products differ significantly in operation and risk.

| Features    | Futures                 | Options                 |
|-------------|-------------------------|-------------------------|
| Obligation  | Must buy/sell on expiry | Right, no obligation    |
| Risk        | High leverage           | Limited to premium paid |
| Leverage    | High leverage           | Lower leverage          |
| Flexibility | Less flexible           | More flexible           |



## Why are Indian investors buying F&O?

F&O trading has seen a surge in interest across India, drawing in both experienced investors and newcomers. As more individuals seek diverse avenues for potential profits and risk management, these financial instruments have become increasingly attractive. Below are five key reasons driving the growing popularity of futures and trading options, especially for those looking to invest in the share market online.

### 1. Increased accessibility

One reason why F&O trading is gaining popularity in India is the ease with which people can invest in the share market online. With the rise of online trading and investment platforms, new investors now have more opportunities to participate in these markets, making them more accessible than ever before.

### 2. Potential for higher returns

F&O trading is attractive to many because it offers higher chances of profit. These financial instruments allow investors to leverage their positions, which can amplify profits. This potential for increased earnings is a key factor driving more people to explore these options.

### 3. Risk management

Investors in India are increasingly using futures and trading options as tools for risk management. These products provide a way to hedge against potential losses in other investments. By incorporating them into their portfolios, investors can protect themselves from market volatility while still aiming for profits.

### 4. Flexibility in strategies

The flexibility that futures and trading options offer is another reason for their growing popularity. These products allow investors to implement a variety of trading strategies, catering to different risk appetites and financial goals. This adaptability makes them appealing to a broad range of investors.

## 5. Growing awareness

Lastly, the increasing awareness of F&O trading is contributing to their popularity. As more people educate themselves about these financial instruments, they are more likely to invest in the share market online, using these tools to enhance their investment strategies.

### Latest developments in F&O trading

Derivatives are financial instruments whose value is derived from an underlying asset, such as stocks, commodities, or indices. Futures and options are two common types of derivatives in trading. The Securities and Exchange Board of India (Sebi) has proposed increasing the minimum value of index derivatives contracts to enhance the appeal of the popular options segment.

The proposed hike would raise the contract size from the current ₹ 5 lakh to ₹15-20 lakh initially and then to ₹20-30 lakh after six months. This move is intended to raise the entry barrier for smaller investors as futures and options trading becomes more attractive.

Currently, index options dominate 29% of the overall F&O trading turnover, up from 5% in FY20. Meanwhile, the share of index futures has decreased to 15% from 29% in the same period. Experts say these changes will further increase the appeal of options trading.

### Investing in F&O wisely

The increasing popularity of F&O trading highlights its appeal due to potential profits and rising trading volumes. The proposed changes to contract sizes and transaction taxes are expected to boost the attractiveness of options trading further. As the market evolves, investors need to stay informed and adapt their strategies to navigate the opportunities and risks in futures and options trading.

To invest in futures and options online, You can consider Ventura. It is a trusted stock trading app and brokerage platform that offers the tools and guidance needed to invest in the share market online. Consider Ventura as your partner in building a streamlined and well-managed trading portfolio.



THERE IS HAPPINESS

# DOWN'T SYNDROME

Down syndrome, which occurs in an average of every 800 births, is not a disease but awareness. We show them that by instilling +1 happiness they are no different from us.



**Baft Hygenic** 

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