



ENCORE SPOTLIGHT 2025
SETS A NEW BENCHMARK IN
STUDENT PERFORMANCES



GOA'S MUSIC FANS ALL SET FOR
ROCKFEST MAYHEM

HOOKED ON JUNK:

Food ads influencing teens

Convenient and fast foods attract adolescents. Charming and deceitful ads for these processed foods does not make it any easier to curb the calories consumed through these ready to eat meals



Elsa Angel Rose

A recent study conducted by researchers at the University of Liverpool found that even five minutes of exposure to advertisements for high-fat, salt, or sugar foods leads children aged 7 to 15 to consume an average of 130 extra calories a day. With this in mind, Café explores whether these research findings hold true for adolescents in Goa. We take a closer look at how food advertisements may be influencing their eating habits and how parents are coping with the growing challenge of managing their children's diet and calorie consumption.

ISING CALORIE INTAKE AMONG GOAN TEENAGERS

Speaking with parents, it became clear that adolescents in Goa are not much different, and they also have a strong tendency to order food online and consume large amounts of calories. Food advertisements are paving a wide way for this. With each new advertisement that appears, their influence on teenagers continues to grow. Cecille Rodrigues, a parent, said, "I have heard parents talk about how addicted their children are to certain black drinks. The easy access to digital media is influencing their food choices." These advertisements keep popping up, and young minds fall prey to their appealing and charming visuals and messages. Tallulah D'Silva, another parent, said, "My son is given his freedom to order things online, but we always monitor whenever he is ordering something." According to her, adolescents always tend to try any particular food item whenever they see an advertisement. Dr Priya De Sousa, another

parent, said, "I find it very difficult to convince my kids not to order food online, when many times we parents ourselves are tempted to eat food outside." The teenagers, as well as their parents, are equally concerned and worried about the growing influence of advertisements for unhealthy foods and want to regulate their eating habits and diets.

KNOW MORE ABOUT THE RESEARCH

The study was conducted on a randomised crossover trial that involved 240 children from schools across Merseyside, UK, who were shown five-minute blocks of either HFSS (high fat, salt, or sugar) food or nonfood advertisements. The ads varied between product-focused and brand-focused formats, the latter showing only logos and branding without specific food products. Researchers found that after viewing these ads, children ate 58 more calories in snacks, 72 more at lunch, and 130 more overall, compared to when they watched non-food ads. Even brand-only ads, which did not feature a food item, were just as effective in increasing food intake. The study is the first to show that brand-only food ads can lead to increased eating. The study also found that higher BMI is linked to increased consumption.



IMPORTANCE OF PARENTAL GUIDANCE

There is an extent to which parents can instruct kids, and the best way forward is to lead by example. Setting boundaries and raising teenagers' awareness of the harmful effects of processed food are ideal approaches. Tallulah said, "Whenever my son says that I want to order something, we instruct him that we can order something together as a family on any special occasion, but not daily." Cecille said, "Denying processed foods completely would not help, because then the child would tend to consume them from somewhere else." According to Dr. Priya, "Schools can call resource persons or nutritionists to give talks on healthy eating habits. Kids should be aware of what happened to people who indulged in unhealthy eating habits. Parents also need to cooperate and restrain themselves."

THE PSYCHOLOGY BEHIND ADS AND CRAVINGS

A counselor and the Head of the Psychology Department at St Xavier's College, Mapusa, Janet Fernandes, delves into the psychological link between advertisements and their impact on calorie consumption. "Food is a basic need. A food advertisement is a direct signal to the brain of food availability and creates a craving for the product. A visual stimulus is a quick receptor binding to a hunger motive. This locked craving creates a mindset to consume food, healthy or unhealthy, depending on parental control, accessibility, e-cart service,

TIPS TO AVOID HAVING JUNK FOOD

- Plan your meals and snacks
- Try not to store junk food at home
- Knowing your triggers
- Adopt a balanced diet

lack of time to prepare food, and more. Craving a particular type of food to the exclusion of other available food is a symptom of addiction. Sometimes children demand these unhealthy foods to achieve marks, grades, or awards. Such a manipulative mindset has also evolved among young minds."

DETRIMENTAL PHYSICAL EFFECTS OF JUNK FOOD CONSUMPTION

Dr. Joline Fernandes, a nutritional therapist, elaborates on the hazardous effects of Junk food. "Loaded with refined sugars, unhealthy fats, and high sodium, junk food lacks the essential nutrients your body needs to function optimally. Frequent intake of such food increases your risk of obesity, insulin resistance, and type 2 diabetes. The excess sugar and trans fats can lead to chronic inflammation, raising the chances of developing heart disease and high blood pressure. Junk food also disrupts gut health, leading to bloating, poor digestion, and weakened immunity. Over time, this dietary habit may also contribute to non-alcoholic fatty liver disease, high cholesterol levels, and hormonal imbalances."

SWIPE RIGHT

Foo Fighters part ways with drummer Josh Freese

The Foo Fighters have

parted ways with drummer

Josh Freese,

as revealed by

Freese himself

on Instagram. His

departure comes

two years after

he stepped in to

replace the late Taylor Hawkins, who passed away while

the band was on tour in South America. "The Foo Fighters

called me Monday night to let me know they've decided 'to

go in a different direction with their drummer.' No reason

was given. Regardless, I enjoyed the past two years with

them, both on and off stage, and I support whatever they

feel is best for the band," Freese wrote. The Foo Fighters

first live performance of 2025 is scheduled for October,

where they're expected to take the stage at the Singapore

F1 Grand Prix.



Rani Mukerji to reunite with Shah Rukh Khan in 'King'

Shah Rukh Khan

is gearing up to

begin filming for

'King', an action-

thriller directed by

Siddharth Anand. The

impressive line-

up of A-list actors

reportedly joining the

project are Deepika

Padukone, Salman

Khan, Ranbir Kapoor,

and Alia Bhatt already in the mix, the latest addition is none

other than Rani Mukerji. The film also stars Suhana Khan,

Abhishek Bachchan, Jackie Shroff, Jaideep Ahlawat, Abhay

Verma, and Arshad Warsi. According to a source, "Rani

Mukerji and Shah Rukh Khan, who have worked together in

several beloved films, are reuniting for 'King'. Rani has been

cast as Suhana Khan's mother—a pivotal role that serves as a

catalyst for the film's plot."



Tom Cruise, 62, turned heads at the premiere of 'Mission: Impossible – The Final Reckoning Part 2', held at Leicester Square in London as he casually climbed atop an aircraft. He was joined on the red carpet by co-stars Simon Pegg, Hannah Waddingham, and Hayley Atwell

Faith takes centre stage as Sant Padre Pio celebrates platinum jubilee

Prince Jacob's milestone 75th production, Sant Padre Pio, celebrates a platinum jubilee with 75 shows across Goa and beyond.

Blending faith, storytelling, and entertainment, the tiatr has struck a powerful chord with audiences of all ages

Tiatr: 'Sant Padre Pio'

Cast: Valency, Briscila, Evola, Celeste, Melbon, Baptist, Luciano, Elvis Mascarenhas, Jacinto, Anthony San, comedian Kenny
Director: Prince Jacob
Band: Seby Moares (trumpet), Mariano (saxophone), Joel (keyboards), Auben (bass), Neves (drums)
Stage: Deepak Chari

Pio Esteves

Prince Jacob's 75th production, Sant Padre Pio, recently celebrated a milestone of 75 performances in the village of Tivim, North Goa, following a series of successful shows across both, in the villages and cities across Goa.



What contributed to the success of this production? While many were aware of St Padre Pio, a member of the Franciscan order, few knew the details of his missionary life and the miracles attributed to him during his

lifetime. Out of curiosity, audiences flocked to watch the tiatr Sant Padre Pio, and left convinced of the priest's saintly nature. In addition to learning about his life, spectators were equally entertained by powerful scenes and well-

integrated comedic moments.

Reflecting on the success of the tiatr, director Prince Jacob attributed it to divine providence. "It was all for the greater glory of God," he said. "Undoubtedly, the devotion to Sant Padre Pio continues wherever the Capuchin Fathers are present, but the life of a saint becomes even more vivid when brought to the stage and shared live with an audience. Along with devotion, faith is strengthened when true-life incidents of such a saintly priest are revealed."

"Staging my 75th production wasn't merely about entertainment," Prince Jacob continued, "but about spreading faith through the story of Padre Pio. Completing 75 shows is

proof that audiences embraced the story, the sets, the comedy, and the songs. The response was overwhelming everywhere the tiatr was performed—whether in cities or villages—and this only encouraged us to continue staging more shows."

Speaking about the process of creating the production, he shared, "There was a great deal of initial hard work



involving research and learning about Padre Pio's life. We gathered books to study and understand the depth of his journey. It was important to present actual facts on stage to enlighten the audience—and all the effort paid off."

Commenting on the troupe, Prince Jacob said, "If home is one family, then the stage is another. My team gave me their full support from rehearsals to the final presentation. From the musicians and stage crew to the lighting and transport teams, everyone gave their best to ensure a successful outcome."

Troupe member Celeste Pereira expressed her gratitude for being part of the production: "I feel fortunate to be part of Prince Jacob's troupe, though I never imagined the tiatr would go on to celebrate a platinum jubilee. During the show at Tivim, it rained

heavily, but timely intervention and prayers to Padre Pio worked wonders—people still enjoyed the performance. There were other instances where cancellations seemed likely," she added, "but Padre Pio's blessings ensured every show went on successfully."

In addition to multiple performances across Goa, 'Sant Padre Pio' was also staged outside the state, in Malvan and Vengurla. Despite the recent Easter release of Sonvarant Astanam by Prince Jacob, he has no intention of drawing the curtain on 'Sant Padre Pio'. Due to continued demand, the production will run alongside his latest work.

Prince Jacob's earlier religious productions which celebrated platinum jubilee and crossed century-mark include 'Padri', 'Sant Anton', 'Padr Juze Vaz' and 'Sant Francis Xavier'.