

SCORCH®

MAY | 2016

7+

*Trimming
the fat
with*
SHAIA
SINGH

THE
RECESSION
ISSUE

FEATURING

JAMIE LEE
SHEENA ALI

+

SWEAT
AND
STUFFED
ON A BUDGET

45

www.thascorch.com



THIS
MAGAZINE IS
FREE
IT'S A DAMN
RECESSION

DESIGN BY: DOMT DINE AND DRIVE

PUMP WITH THE TRUTH



FORRES PARK
PUNCHEON
RUM

More
FINE



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The downturn, though long in coming, forced us to really take a hard look at ourselves in 2016. The way we do business, the way we approach clients, diversification and trimming the fat so to speak.

Usually, during a recession, the first thing a business does is scale back on advertising - obviously this is bad news for us as our publication is free and we rely almost totally on advertising.

So we are forced to come up with innovative ways to retain clients as well as attract new ones and I would like to thank all the advertisers, old and new, that are on board at the moment. You realise that to stay competitive, even during a recession, that you must advertise.

A few years ago we did a shoot and because of circumstances beyond our control, we were unable to use the images at the time. Enter Colm Imbert and a recession. We said to ourselves, "you know what, let's see how we can cut some cost and still put out a quality product," and Issue 45 was born. The recession issue!!

Within the short to medium term you will also see the rewards of our new ventures including SCORCH Music, SCORCH TV and our signature events.

*Regards,
Hypa*

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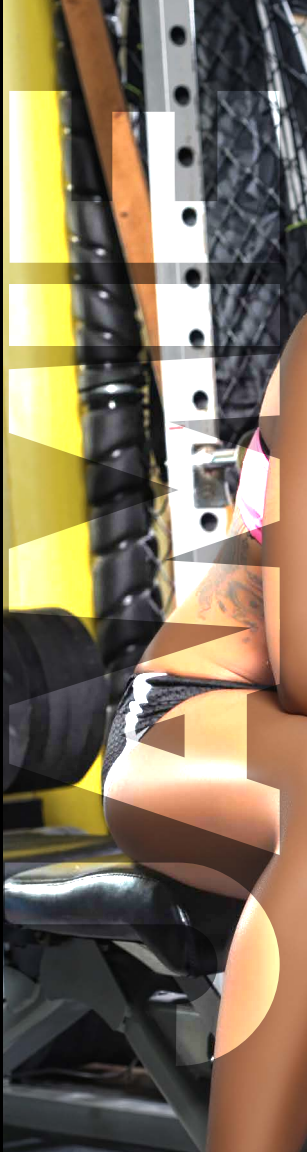
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JAMIE LEE
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**SEV
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SCORCH // MAY // 6


Which two of these things would you get rid of/stop buying to save money during the recession?

- a) Boyfriend
- b) Tampons/pads
- c) Smartphone
- d) Make Up
- e) Netflix

Make up over Netflix, and if a bf costing me money I don't want him anyways, recession or na.

Would you pawn your ex-husband's wedding ring?

YES!!

7+⁺
SHEENA
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EN+**



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ALI**

**SEV
EN+**



SCORCH // MAY 9 '10



Your dog needs emergency surgery, but the recession is tough and bills are pending, which do you choose, surgery for your dog, or bills?

Surgery for my dog, it's an emergency

This is a yes or no question-
-do your parents know you took a pill in Ibiza?

NO.

If you could donate a million dollars to one charity, which would it be?

Any children's cancer fund.

In the recession, you're offered 50 thousand more followers or two pairs of Jimmy Choo's, which do you choose and why?

Shoes, followers can't up my swag.

MIAMI

FAME WEEKEND

FAME SATURDAY

Hooked up with the Hybrid Events crew out of Miami and brought the same vibes as Miami Carnival.

Happening the same time as Ultra Weekend, we capitalized on the energy of the weekend at the Solare Gardens.

Thanks to all the gorgeous ladies that came out, as we would say in Trinidad, "Dance had real girls!!"

Photos Courtesy:
ISLANDBOXX.COM



SCORCH // MAY // 12





Buy
Smaller
Cars

RECESSION

Wha we go do, Colm?

Words by: Bount E-Economist

So what is a recession? The topic that seems to be on everyone's lips - from politicians, to maxi drivers, to doubles vendors. An economist would tell you that a recession is a period of time where a country undergoes an economic contraction.

Simply put, as a nation we are not making the kind of money that we were before (thanks oil) - so things have to get cut.

You may think this has nothing to do with you - and that the government

wasn't giving you anything anyway so it's not your problem. Hard luck - it's everyone's problem.

During a recession, governments tend to do things to raise the country's revenue - like increasing taxes (go figure). That is why you'll soon have to pay more in online shipping costs to get that fake Jordans to clear customs. That is why gas prices went up (cut in fuel subsidy). That is why your favourite doubles lady is charging you \$5 for one with slight (absolutely ridiculous!).

You get the picture.

Also, with increased costs to business owners - they tend to lay off workers if they can't maintain their profits. Recent graduates and job seekers may find it more difficult to get a job.

It all seems like doom and gloom, but it's not. As Granny would say, "the longest rope have an end". This is a typical thing with economies - they go up, they go down. It's called a cycle. So what do you do in this current down part of the cycle?

SCORCH RECESSION TIPS

1

Make sure you start saving more and learn more about basic investment.

2

Look for innovative or creative ways to make money. (Microsoft, FedEx and Hyatt Hotels all started during recessions).

3

When you take her out to eat - encourage her to pay half the bill (Unpopular but effective. Try it!) Ok fine! How about "Share your costs with friends for certain things"?

4

Maybe buy one less bottle of Moët when you go to 51. Come on - do you really need 5 bottles to have a good time? How bout 3 and a bottle of Puncheon? Try it.

5

Don't panic - be prepared! Think of a recession as getting horned. Yes you just lost your honey and you want to lie down and cry every day to a Carl Thomas album. But you know that eventually you gonna get a fresh bird and all will be well (Carnival not too far away any way)



STAG THE RECESSION FIGHTER

Back in the mid 80's Trinidad was going through a recession much like what we are experiencing now. It was also the year that the NAR Government of the day lead by ANR Robinson introduced Value Added Tax aka VAT. So as not to lose marketshare a lot of companies had to rebrand and thus Stag - The Recession Fighter was born. There was even a song composed and sung by The Mighty Sparrow which you can look up on utoob.



If she doesn't know about The Recession Fighter in the short green bottle, she's too young for you bro.

JUNE

CCP Weekend: Tobago

18th June - 20th June

Houston Carnival

_uck Work

30th June

AUGUST

SCORCH + XHOSA

1st August

Notting Hill Carnival:

_uck Work London

26th August

SCORCH 'Colours' Jouvert

28th August

Notting Hill Carnival

29th August

OCTOBER

Miami Carnival:

_uck Work Miami

7th October

SCORCH + Spice

8th October

SCORCH + Revel Nation

9th October

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JULY

Caribana:

_uck Work Toronto

27th July

Barbados Crop Over:

Cooler Cruise

30th July

Barbados Crop Over:

Breakfast j.A.M

31st July

SEPTEMBER

_uck Work NYC

2nd September

SCORCH + ICE

5th September

2016

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Events Schedule

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SWEAT

POP Style

Yeah we know things are tight at the moment. But buying cheap shoes to work out could damage your feet. So check out these Nike Free FlyKnit running shoes - \$130USD. They come in all colours but we suggest the loudest ones – when you blow past someone around the savannah, let them remember.



Only thing losing weight is your wallet. Have no fear we'd keep your health and waistline recession-proof. You may have to get a little creative with where and how you workout, but right now we're not being picky, even if your new routine does a little tricky.

1

→ **S.I.T...**and no it's not an acronym for steroids is terrific. Sprint interval training, ladies and gentlemen, young and old, sluts and pimps, tramps and misfits, politicians and robbers, nuns and priests, IZZZ where it's at when it comes to your at home training. Building muscle while simultaneously improving cardio, is scientifically proven to help you shed unnecessary fat, and besides 100 meters of clear ground, no equipment needed...pshh! That's the best bang for your buck.



How to: Twice weekly try and accomplish 5 sets of all out sprints for about 100 meters, resting between 3 to 8 minutes between sets. If by set number 5 you're not sucking wind and haunched over on your knees, congrats your superhuman.

2

→ So you think you can't get serious gainz, strength and improved muscle tone without that gym membership, kettle bells or the tricep extension machine...pshhh...slap yourself... because all you need to do is find a bar you can swing on, like the ones you see at most Savannahs (Queen's Park, Aranguéz etc.) or at a playground. Now that you've found something to comfortably swing on, let's get cracking.

Pull-ups. A weak, unfit person who can do more than 10 pull-ups is like a lion without a mane...it exists, but is an anomaly better left forgotten. Aim for three sets of how much ever you can do three times a week, each time trying to improve on your last number of repetitions.


**3**

→ Hanging leg raises. Blast your way to six pack heaven with arguably the best core strengthening exercise. Hanging from the bar with a neutral spine attempt to raise your legs towards your chest, keeping them as straight as possible in front of you. Sounds simple? Go try and if you can't complete 10 reps by 3 sets, bend your knees until you can do so. There you have it, very simple, yet cost effective ways to get, stay and improve your fitness.

BUDGET Advice

Most gym rats will tell you that staying fit can be costly. Many of us have been told you have to constantly take supplements and pre-workout shakes, buy enough groceries to feed an orphanage, have a gym membership, and own the latest training attire to get in a good workout. **LIES!!** The average person who is just trying to shed some pounds and stay relatively fit, that lifestyle isn't necessary. For starters, most of us aren't going up for competition; second, we don't have the cash (or Francis Fashion discount cards) for all that, workout gear, and all those supplements and protein shakes.

The real reason most of us even buy the stuff is because we see or hear it works from a guy at the gym who has 20-inch biceps. Here's a little piece of advice: What works for him might not necessarily work for you. Not to mention, ladies don't care what you're wearing on the treadmill or what's in your mixer bottle. Working out on a strict budget is more than manageable if your ends aren't meeting right now.



This is a yes or no question--
do your parents know you took a pill
in Ibiza?

N/A

Would you pawn an
ex-husband's wedding ring?
Quite possibly...he's probably
my ex-husband for a damn good
reason.

If you could donate a million
dollars to one charity, which would
it be?

The Just Because Foundation

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JAMACIA CARNIVAL DUCK WORK



It took us a few years to get Jamaicans used to the idea of “ducking work”. The Practice of calling in sick to attend a party was lost on them for a while. Come on - fix your face - we’ve all done it and not time, or the other.

We headed to the Kingston Golf Course just after lunchtime on a Friday with our coolers and encouraged our Jamaican brethren to do the same.

We’ve got to say, outside of Trinidad Carnival, Jamaica Carnival is one of the best and we encourage everyone to try it at least ones.



Big up The Monk





RE-CESSION RE-STUFFED

Of the three basic essentials for Life: water & shelter, FOOD leaves the most rope in our day to day lives to put a leash on cost. With a little preparation, home cooked meals are healthier and are less likely to have been scraped off the floor (after the three second rule expires) before being served. But who has cooking time -- with work, studying, and exercising (More like Facebooking, Instagraming and Netflix marathons, reality check) it's easier to fork out cash and eat out everyday than to tote your empty Flavorite container of callaloo, rice and stewed chicken.

And that's assuming you know how to cook.

So to re-establish some extra cash and a health friendly diet at re-cess, re-read this now and again to keep you re-ready.

Instead of providing "clicks and eyeballs" on your smartphone every minute of every second of your life, try being pro-active and not re-active about the day ahead. Most meals can be prepared in 30 minutes to an hour. TIME

YOU DO HAVE. We're not talking about anything fancysmancy. Just boil some rice, stew some chicken and chuck in a lil vegetables for good measure and voila! Cooking made stupid. Don't know how to prepare simple easy meals?

You need to stop jacking off to PornHub every night and get on the Youtube and follow the instructions in a 5 minute video.

Now this next tip goes for those of you in a real pinch. All else has failed and you gotta eat on a budget. Keep these up for too long and while you may save enough to be a millionaire your clogged arteries and general ill health shall suck away your wealth harder and longer than two thots fighting over the last dick flavoured lollipop. It's called doubles for brunch and a KFC real deal for dinner - EVERYDAY. With a Chubby as a beverage to wash down those succulent, oily juices. On the weekends mix it up with Top Ramen and Crix with cheese!!! Following this regimen, you'd spend about \$35 a day on food and 35 times that on future doctor bills. But at least you saved a lot.

One US dollar at the time of publishing was almost \$6.70, we need to cut back on everything. Here are some items that you may have to reacquaint yourself with during these trying times.



ME TOO



ZOOMERS



BOURBON



CORNER BEEF



RAMEN NOODLE STIR FRY

GOURMET *Ramen*

At less than \$5 per package, ramen noodles are anything but bourgeoisie. In these lean times we need to put pretentiousness aside and dumb down our taste a little. We asked around and came up with some ways to spice up this cheap dish and not have it taste like noddles swimming in MSG.

These perfectly satisfying recipes below boast a lot flavour and innovation, and you can still maintain your uppity attitude a few days before month-end and your bank account is reading \$8.46.

for the sauce

- 1 tablespoon sesame oil
- 2 tablespoons soy sauce
- 2 teaspoons hoisin sauce
- 1 teaspoon brown sugar
- 1 teaspoon minced garlic
- 1 teaspoon minced ginger

instructions

Whisk the sauce ingredients together in a bowl and set aside. Bring a medium pot of water to boil over high heat, and cook the noodles according to package directions. Meanwhile, heat the oil in a large skillet or wok over medium-high heat until shimmering. Add the garlic, ginger, mushrooms, broccoli, and peppers, and saute for about a minute.

Add the scrambled egg, if using, and stir until it's mostly set up. Mix in with the vegetables.

Add the noodles, and, if desired, use scissors to snip the long strands into more fork-manageable lengths. Drizzle the sauce over the stir fry, plus a big pinch of cilantro, and mix well.

Garnish with scallions and more cilantro before serving.

for the ramen noodle stir fry

- 9 ounces ramen noodles, about 3 packs (discard the flavour packet)
- 1 tablespoon peanut oil (or other high-heat oil)
- 1 teaspoon minced garlic
- 1 teaspoon minced ginger
- 4 ounces shiitake mushrooms, stems removed, sliced
- 1 small head of broccoli
- 1/2 red bell pepper
- 1 egg, lightly scrambled
- 1 heaping tablespoon minced cilantro



Ladies, don't be ashamed to make this for your boyfriend and let him know you made it with love.

SNAPCHAT ME THAT PU****

*The Rise Of The Most
Random App EVER!!*

Don't Ever Play Yourself

If you've been wondering why Instagram has been so quiet recently, it's because people are gravitating towards Snapchat in droves. Initially, we were skeptical about it - we saw it as a teenie-bopper app that they use to send nude pics to one another and not something worth our time.

whiteners, or some random invite to a party you won't be attending.

And there in lies the problem, sometimes you have to sift through so much content on IG to finally see something worthwhile that it's not even worth the data usage

don't you ever forget that. A lot of Instagram content is either created in Adobe Photoshop or Premiere or an old photo with a thousand filters added to it to distort reality. With Snapchat, however, it all happens in the now. It is a peek, for ten seconds at least, into the world of the



But since its launch in 2011 it has definitely matured and is one of the better social media apps around. Now we are not saying Instagram is by any means dead, as a simple scroll through will see anything from a random Samsung Ad, to models with teeth

most of the time. This is where Snapchat has a slight advantage; whereas IG and Twitter feels like listening to someone whisper in a noisy room, Snapchat is a bit more to the point and definitely less clutter.

Instagram is a Liar – and

person you are following as opposed to having it revealed to you. Don't get it twisted though, it does have it's drawbacks too. For instance, content disappears after 24 hours in the user's story, so you can't look back 5 years from now and

see a snapshot in time like you do with Instagram. Basically, no #TBT. Nor can you use hashtags, so you cannot curate or quantify content. Also, if you live and die by Instagram likes and comments, then this isn't for you as all you can do is watch the snaps and move on.

Major Key, Bless Up, Cloth Talk, I like that, They Don't Want Us To Eat, THEY: if you've ever heard any of these terms recently, it's all because of Dj Khaled. The undisputed king of Snapchat. We almost swiped our credit card last week for the "major key" USB phone charger. Khaled has made millions off of his Snapchat, definitely follow him as he is the most entertaining. Also, check out the HNIC on Snapchat (Hypa Hoppa), he is the Snapchat Lord of Trinidad.

Compared with other social media apps, Snapchat can seem initially hard-to-use. If you're a parent and suspect your kid of posting suggestive content or sending nude snaps to his/her schoolmate then you're in trouble. It's hard to find somebody without knowing his or her EXACT screen name. The creators of Snapchat did this purposefully. So parents who monitor their kids on Facebook and IG will have a difficult time doing so on Snapchat.

Sliding into the DM's - obviously the greatest advantage. When someone snapshots your messages you instantly get a notification. So you can basically send your nudes, vids and rude doodles using the pen tool to your sidechick and not have it screenshot and then put out into the public when she's mad that you dropped her like a fifth period French. But guys, that being said, please don't be sending random girls any unsolicited d!ck pics. That's just disgusting!! Happy Snapping.



scorchmag

Scan and add us for that Cloth Talk.



We're kinda obsessed with Snapchat at the moment, but it's not perfect. Here's some things we wish they would change or add.

- 1 A filter that looks like actual makeup instead of a mask: Unfortunately, there's no way to go back and see a Snap in a story, without exiting and starting all over. When you follow people who post a snap every two minutes a back button would come in handy for the times you want to look again at a specific snap.
- 2 Different Fonts: San serif is the only font available. You can change the color, but it'd be great if we had some font options so we could be a little more creative.
- 3 An eraser for the drawing tool: It could get very frustrating every time you've almost finished an epic Snapchat drawing and then make a mistake. Yes, there's a back button, but if you notice a small mistake you made in the beginning there's nothing you could really do.

Capture More Carnivals

LIAT helps you capture great memories at exciting carnival events happening around the region, throughout the year.

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Vincy Mas
24 June - 5 July

St. Lucia Carnival
13 - 19 July

Antigua Carnival
24 July - 2 August

Barbados Crop Over
27 July - 1 August

Grenada Spice Mas
5 - 9 August

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JOSIE'S JAMISHNESS

J'Ouvert parties in the middle of the year are a dime a dozen these days. SO you have to give props tot he original, the originator - Josie's Jamishness.

It started off as a birthday party and mushroomed into full blown J'Ouvert bigger than some actual bands during Carnival.

This year it returned to it's foundations in Chaguaramas after a change of venue in 2015. This was welcomed by all the faithful jammers and they came out in droves.

So congrats to Josie, we heard just now is the tenth anniversary or Jamishness and we will be there, front and centre to celebrate.

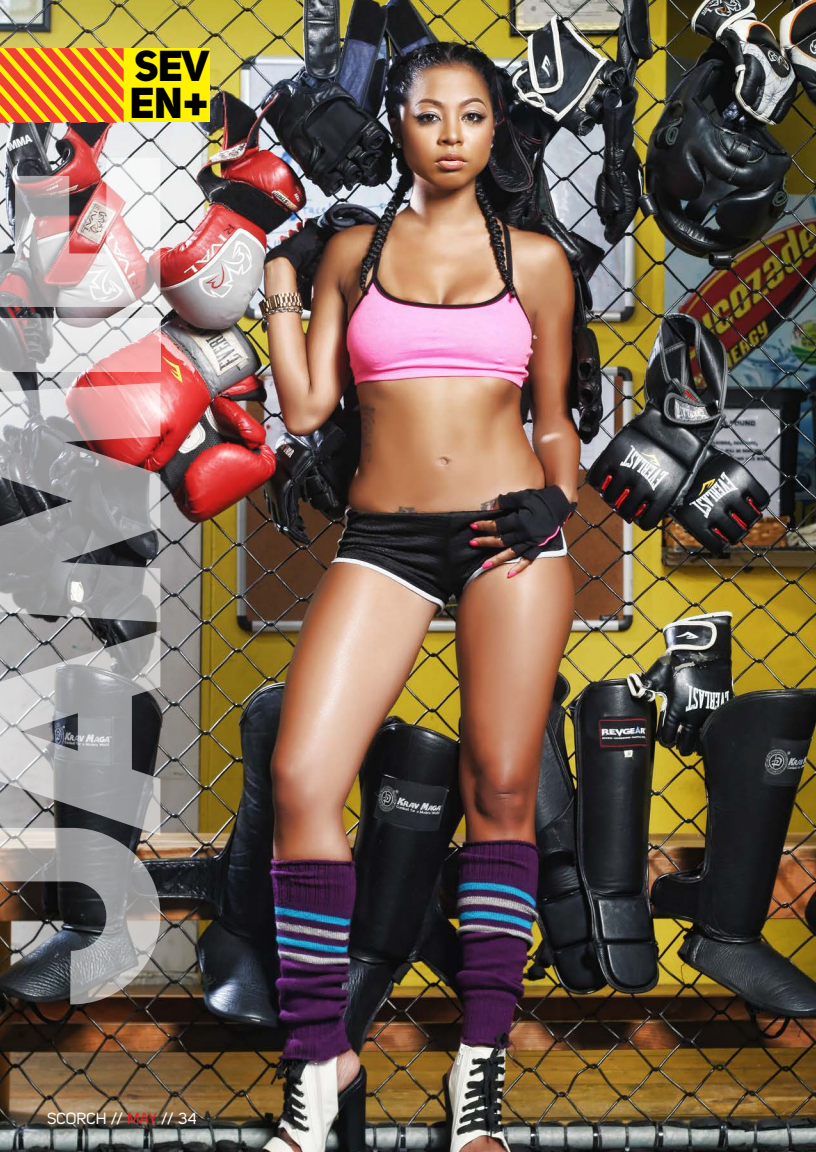




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Your dog needs emergency surgery, but the recession is tough and bills are pending, which do you choose, surgery for your dog, or bills?

BILLS

In the recession, you're offered 50 thousand more followers or two pairs of Jimmy Choo's, which do you choose and why?
Shoes, I can sell Jimmy Choo's

Would you pawn an ex-husbands wedding ring?

NO!



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60 Liter, 30L x 21, Stool

TOP 10 THINGS TO RE-GIVE UP IN A RECESSION



10. STINGY/ NEEDY FRIENDS

EVERY WHATSAPP MESSAGE AND CALL IT'S EITHER THEY NEED A QUICK \$40 BORROWED OR A DROP HERE, THERE AND EVERYWHERE... ANND THEY ALWAYS PAYING YOU BACK IN THECLAND OF NEVER ENDING TOMORROWS. SMFH.



9. AIR CONDITIONING

PLUG IN THAT LASKO TO CUT COST ON YOUR ELECTRICITY BILL.



8. SMOKING

SAVE YOUR HEALTH AND WALLET IN ONE GO...PSHHH...EASIER SAID THAN DONE THOUGH.



7. FIJI BOTTLED WATER

IF YOU MUST DRINK ARTESIAN WELL WATER OR SPARKLING SPRING WATER, CONSIDER FILLING UP ATONE OF THE MANY NATURAL SPRINGS, SUCH AS ON THE WAY TO MARACAS, AND LIGHTLY BOIL TO YOUR DRINKING SATISFACTION.



6. HATING

HATING ON THOSE WHO ARE RECESSION PROOF MAKES NO SENSE...INSTEAD CHANNEL THAT NEGATIVITY AND ENVY INTO SOMETHING PRODUCTIVE AND POSITIVE FOR YOURSELF. BECAUSE ALL YOU'D BE DOING IS GETTING MAD WHILE THEY'RE GETTING RICH.

TOP 10 THINGS TO RE-GIVE UP IN A RECESSION



5. HOVER BOARD

RE-LEARN TO WALK AND SELL THAT HOVERBOARD TO ONE OF THE PEOPLE YOU WERE PREVIOUSLY HATING ON. NOW USE THAT MONEY FOR SOMETHING MORE USEFUL THAN A SELF-MOVING SIDEWAYS SKATEBOARD.



4. 2 PLY TOILET PAPER

THIS ONE SEEMS EASIER THAN IT IS AND WILL TAKE SOME GETTING USED TO. HOWEVER THE LESS PLY TOILET PAPER THE LESS THE COST, SO SELL IT THROUGH AND TAKE ONE FOR THE TEAM.



3. OUTSIDE WOMAN/MAN

YOUR HUSBAND/WIFE CAN'T EVEN GET AN ANNIVERSARY GIFT, BUT YOU GOING ON ONE SETTA DATES WITH ONE SETTA PEOPLE. HMMMM.



2. GIRLFRIEND/BOYFRIEND

FOR SOME THIS MAY BE TOUGH...BUT FOR OTHERS, WHO WERE STUCK IN A WASTE OF TIME RELATIONSHIP ANYWAYS, THIS MAY BE THE FINAL INCENTIVE TO CUT LOOSE AND SAVE A FEW EXTRA DOLLARS...HAVING TO BUY THAT EXTRA TICKET TO GO SEE BATMAN VS SUPERMAN NOW IS NO LINGER IN THE REALM.



1. RECESSION MINDSET/MENTALITY

TAKE A DEEP INHALE--NOW EXHALE...PANIC LEADS NOWHERE...STOP CHOOSING TO IDENTIFY AS A VICTIM, AND IN THE WORDS OF MAHATMA GHANDI...BE THE F**KING CHANGE YOU WANT TO SEE IN THE WORLD...WELL NOT QUITE, BUT YOU GET THE POINT.



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STAG SHARE, THE
MORE I'M HAVING”

-BUNJI GARLIN



A MAN'S BEER