

# What's next

New products in the market

## Diabetic Snack

Britannia has launched NutriChoice 'Diabetic Friendly' Essentials in two variants – Oats Cookies and Ragi Cookies. The products are in the same line as 'Hi Fibre' Digestive biscuits and '5 Grain' Biscuits that are aimed at meeting the health and lifestyle needs of Indians. NutriChoice is committed to building awareness for diabetes prevention and management, and creating expert products than can be included in the lifestyle of a person with diabetes, the company says.

The two variants of NutriChoice 'Diabetic Friendly' Essentials range are available in two pack sizes priced at ₹25 and ₹50 respectively.



## Fruity Effervescence

Dabur India has forayed into carbonated drinks market through its newly launched Burrst Fizz. The product is available in two flavors - apple and lemon. Claimed to be made from real fruit juice, the new range will be available in two SKUs – 500 ml PET bottles priced at ₹28 and 200ml Tetrapak priced at ₹12. The Burrst Fizz range has been test-launched in select markets and would be rolled out nationally over the next six to eight months.



## Melon Novelty

Known for myriad fruity flavors in adorable small buckets, Cocoberry has extended yet another product to its segment popularly known as Melon Frozen yogurt.



Cocoberry Melon frozen yogurt is available in three different sizes – small, medium and large, that are priced at ₹54, ₹114 and ₹193 respectively. It is available in all the 30 Cocoberry stores in the country.

## Ready Meals

AgroTech Foods has entered into the ready-to-eat segment by launching rice-based Sundrop Yummeals.

These ready meals are aimed at students who are staying away from their families and working professionals who are looking for quick and affordable healthy food options. Priced at ₹35 – ₹45, Sundrop Yummeals are available in different variants such as Dal Tadka, Aloo Mutter, Palak Paneer, Chana Masala, Methi Malai Mutter and Kadhi

Pakoda. Each dish pack comes with the rice combination, making it a complete meal. The product is now available in retail outlets across Delhi, Gurgaon, Noida, Kolkata, Mumbai, Pune, Ahmedabad, Bangalore, Hyderabad and Chennai.

## Solo Ketchups

Goldiee Spices has launched their tomato Ketchup in ₹1 sachet. The company retails their tomato ketchups in three different SKUs of 180 gm, 700 gm and one kg priced at ₹25, 80 and 100 respectively. The company specializes in chilly sauce, continental sauce, vinegar, soya sauce, shahi paneer masala, sewian, noodles and spices. The company has relaunched its products in a new package.



## Paneer Frenzy

Parag Milk Products, manufacturers of Gowardhan and Go brands, has recently launched Gowardhan Paneer. According to the company, it is India's first packaged fresh paneer made from 100 percent cow milk, and is a rich source of Proteins and Vitamins. Priced at ₹45, Gowardhan Paneer will come in a pack size of 200 gms and has a shelf life of 60 days.





### Sugar-free Indulgence

One of the Australia's leading biscuit and cookie manufacturer Unibic has introduced Sugarfree Cookies in India.

Unibic Sugarfree Cream Cookies will be available in three flavors –Orange, Pineapple and Vanilla.

The newly launched product will be retailed through all leading supermarkets, pharmacies and other leading retail stores. Priced at ₹30 the cookies will come in a pack size of 67gms.

### Fine Blends

With an aim to cater to the growing demands for gourmet food, BRU has launched Bru Exotica. These are the world's finest coffee blends that have been sourced from the most exotic coffee growing regions of the world like Brazil, Colombia and Kilimanjaro. These coffees come from a unique method of processing called freeze-drying. This process keeps the sanctity of the coffee taste and aroma intact to such a high degree that the coffee served seems farm-fresh.



### Spiced Up

Amalgam Speciality Foods (India) has launched a range of herbs, spices and seasoning under their brand Keya. Amalgam Foods has been exporting these spices to gourmet brands and the gourmet food industry globally and is now launching the range in India. The company markets its products under two brands Keya and Hale & Hearty. With 55 SKUs, the range includes herbs, whole spices and seasonings for Chinese, Thai and Italian cooking. The brand has also come out with a range of tabletop grinders with different varieties of peppercorns. This range will have products like chai masala powder, vanilla sugar and green pepper in brine.



### Premium Grains

Best Foods has launched three variants of rice namely, the Premium, Select and Special Basmati rice. Preferred for its longer, whiter, finer grains and a distinct aroma, basmati rice is light and fluffy when cooked. Priced at ₹180, ₹140 and ₹120 respectively, the new varieties would be



available in all modern retail formats all across the country.

### Intoxicating Raga

Good Earth Winery has introduced two new wines under its Raga Collection. "Taal" is a red wine based on Cabernet Sauvignon grapes of the Nashik Valley. The wine is matured for at least six months in the best oak barrels. "Tarang" is also a barrel-matured red wine, made mostly from Shiraz grapes. The company says that the taste profiles of these wines are designed to complement and enhance Indian cuisine, both traditional and modern. Taal is an ideal accompaniment to milder curries and biryanis, both vegetarian and non-vegetarian. Tarang is designed as an accompaniment to the spiciest Indian and Asian cuisines. Both Taal and Tarang are priced at ₹975 per 750 ml bottles.



### For A Luxuriating Bath

ITC's leading personal care brand, Vivel, has introduced a new range of soaps under the brand name of Vivel Luxury Crème. The product is available in two variants – Shea butter and Olive butter. The soaps are infused with essential oils like cedarwood, pine and clove. Priced at ₹25 for 100gms pack, Vivel Luxury Crème Soaps range is available across all the retail outlets.

