

Indian Food and Ingredient Market Trends



Dear Industry Colleagues,

This is the 21st issue of our newsletter on the trends that we observe in the vast & rapidly growing Indian food and food ingredient market. We at F1rst, track the food and food ingredient markets in India on a continuous basis, and we will continue to share our observations of this exciting market once a month for you.



Amul launches Tru; Enters Rs 1,100-crore Indian packaged juice segment

Amul, India's largest dairy brand, has forayed into the packaged food juice segment with the launch of Tru in collaboration with Almond Branding for end-to-end brand building, packaging design and communication design.

Under the Tru brand, Amul will offer fruit juices in four flavours – mango, orange, apple and lychee. They are available in 200ml bottles priced at Rs 10.....[Read more](#)



Barista launches second season of Quenchers, with seven new beverages

Barista has launched Season 2 of Quenchers at its outlets across India. Bigger than the previous season, seven new flavours are added to this season's menu.

These include smoothies, shakes, iced teas and mojitos. The Quenchers Collection has now reached a tally of 26 amazing drinks to choose from...[Read more](#)



Tirumala Milk buys Sunfresh Agro; Varun Beverages buys 9 Pepsi plants

While leading dairy player Tirumala Milk Products has acquired Sunfresh Agro Industries, a subsidiary of Prabhat Dairy, and the dairy business of Prabhat Dairy, beverage major Varun Beverages, which is also on an inorganic path, has bought nine PepsiCo plants.

According to media agency reports, the Competition Commission of India (CCI) has cleared Tirumala Milk Products to acquire the two concerns.....[Read more](#)



Gulabs launches three new flavours - khus, kesar badam and chilli khus

Gulabs, the makers of hand-crafted Indian snacks, has launched three new flavours in their sharbats category - khus, kesar badam and chilli khus.

A press note issued by the company stated that the offerings are made using actual raw materials and are devoid of essence or artificial flavours.....[Read more](#)



Cold Stone Creamery opens maiden outlet in Mumbai; Nineteenth in India

Tablez, the organised retail arm of LuLu Group International, has opened the first outlet of Cold Stone Creamery in Mumbai.

Located in Oshiwara, it is the ice cream brand's 19th store in India. It plans to adding 15 more outlets across the country by the end of 2019.....[Read more](#)



Perfetti Van Melle introduces chatpata fruit candy Alpenliebe Chatpata

Perfetti Van Melle India has entered the chatpata (tangy) fruit candy segment with the launch of Alpenliebe Chatpata. The new product is yet another innovation by the company, a leading player in the Indian confectionery market.

Available at Re 1, it has a slurpy chatpata mango shell and liquid-filled core leading to a burst of tangy flavour. The new campaign for Alpenliebe Chatpata is being aired across leading television and digital channels....[Read more](#)



Mondelez rolls out Dairy Milk Lickables, Gems Surprise with Minion toys

Mondelez India, the market leader in the chocolate category, has rolled out Cadbury Dairy Milk in Lickables and Cadbury Gems Surprise, in association with the Minions from the Despicable Me franchise, the highest grossing animated franchise worldwide, and one of the top eight animated films of all time.

Showcasing illustrations of the Minion characters, the new Cadbury Dairy Milk in Lickables comes with 55 exciting Minions toys. Cadbury Gems Surprise will also benefit from the Minion makeover.....[Read more](#)



Sunfeast Dark Fantasy and Fresh Menu collaborate for dessert range

Sunfeast Dark Fantasy, an ITC offering and one of India's leading biscuit brands, is set to enthrall consumers with its range of mouth-watering dessert creations, in collaboration with Bengaluru-based online restaurant Fresh Menu.

It includes Sunfeast Dark Fantasy Brownie Pudding, Sunfeast Dark Fantasy Tiramisu and Dark Fantasy Berry Cheesecake. Fresh Menu has added the chocolate crunch of Dark Fantasy blended with rich ingredients.....[Read more](#)



Cornitos launching On the Go packs, comprising nacho crisps, salsa dip

Cornitos, India's leading nacho crisps brand and a product of Greendot Health Foods Pvt Ltd, is introducing On the Go nacho crisp and dip packs. It comes in an easy-to-peel off tray having separate compartments for the round nacho crisps and salsa dip.

The On the Go pack, priced at Rs 60, weighs 75g. Of this, the crisps weigh 45g and the dip accounts for the remainder. It is available in two delectable flavours - Peri Peri and Jalapeno.....[Read more](#)



Ray Health launches PureCircle Stevia-powered zero-sugar Indian sweets

Ray Health, a part of LB Consumer Goods Pvt Ltd, a prominent FMCG (fast-moving consumer goods) manufacturer in the country, launched stevia-powered zero-sugar Indian traditional sweets, including Soan Papdi, Rasagullas and Gulab Jamun, in the country for Holi. PureCircle, the world's leading manufacturer and innovator of stevia sweetener, has powered the development of these products.

PureCircle, the world's leading manufacturer and innovator of stevia sweetener for the global food and beverage industry, revealed that 2019 was going to witness a new trend of stevia-sweetened food and beverage launches in the country....[Read more](#)



Cremica, French co Maison Routin team up, foray into bar syrup segment

Cremica, the food product conglomerate, has teamed up with Maison Routin of France to enter the bar syrup category with the launch of Bonheur, a specialised range of syrups, which will be targeted at bars and cafés.

The syrups were among the company's offerings unveiled at Aahar 2019, India's biggest food and hospitality exhibition which is underway at Pragati Maidan, New Delhi.....[Read more](#)



D-Alive launches India's maiden range of salad dressings for diabetics

D-Alive Health Pvt Ltd, India's first holistic wellness solutions provider for diabetes, has introduced breakthrough sauces and salad dressings specially designed for people with diabetes, making it not only the industry's, but also the country's maiden offering.

The range of sauces and vinaigrettes is made with 100 per cent natural ingredients, completely free from all sorts of adulteration, which otherwise is a constant worry when such condiments are consumed on a day-to-day basis....[Read more](#)



Parle Agro's Appy Fizz urges consumers to rise up with summer campaign

Indian Beverage major Parle Agro has launched a new summer campaign for its fastest growing brand, Appy Fizz. The new campaign urges consumers to #FeelTheFizz by rising up and following their passion.

With a marketing spend of Rs 75 crore, Parle Agro has adopted a hyper-local marketing strategy with various initiatives to further connect with the consumers across India....[Read more](#)



Hatsun Agro opens its 2500th outlet offering dairy products in Kolhapur

Hatsun Agro Product Ltd, a leading private sector dairy company in India, inaugurated its 2,500th Hatsun Daily outlet in Kolhapur, Maharashtra. The outlet offers dairy products at the convenience of the customers.

In addition to the entire range of Arun Ice Creams, the outlets will selectively retail other products such as Arokya Milk, Hatsun - Curd, paneer, milk beverage, yoghurt tops, yoghurt shakes, ghee, butter, skimmed milk powder and dairy whitener in various markets.....[Read more](#)
