Dear Industry Colleagues,

This is the 33rd 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.

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**BrewHouse brings out organic ice teas range in 5 flavours to mark Holi**

Here is something new to try this year – A range of bright and refreshing organic ice teas from BrewHouse - India’s first certified organic ice tea brand.

The products will be available at Foodhall, Modern Bazaar, 24 Seven and Gourmet Market and e-commerce platforms like Amazon and Bigbasket. The price ranges at Rs 60-65.**Read more**

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**Typhoo India expands organic herbal tea range, launches three variants**

Typhoo, the iconic British tea brand, known for its specialty teas, has expanded its organic herbal teas portfolio and added three new variants: Purifying Super Greens, Digestive Power Seeds and Immunity-boosting Three Tulsi to it.

Besides the three new variants, Typhoo’s Organic Herbal Tea range now has five variants - Night Time, Root Remedy, Slim Tea, Chamomile and Peppermint...**Read more**
FunFoods by Dr Oetker expands peanut butter with launch of All Natural

Dr Oetker, the leading purveyor of western food to India, has expanded its peanut butter range under the FunFoods brand with the launch of Peanut Butter All Natural.

Made from 100 per cent roasted peanuts, it contains 33 per cent natural protein, one of the highest in the category. It is specially designed for fitness enthusiasts and health seekers, who are on the constant lookout for products that suit their active lifestyle.....Read more

Cornitos introduces Navratri special in 3 flavours sans onion & garlic

The auspicious occasion of Navratri, which is just around the corner, symbolises purity and power. Keeping this in mind, Cornitos has introduced their Navratri special flavours, which are vegetarian and free from onion and garlic.

They are available in three exotic flavours, viz., Sizzlin Jalapeno, Cheese and Herbs and Tomato Mexicana....Read more

Cornitos launches roasted pumpkin seeds to encourage mindful snacking

Keeping in mind the need for mindful snacking, Cornitos, the flagship brand of Greendot Health Foods Pvt Ltd, has launched 30g packs of roasted pumpkin seeds.

They are regarded as a healthy super food because in addition to being a powerhouse of minerals like iron and zinc, they are also a great source of protein.....Read more
Lil’ Goodness launches range of crackers, yoghurts & porridge for kids

Lil’ Goodness, a kids’ food and nutrition tech enterprise that is revolutionising the kids’ fresh and packaged foods industry, has now launched a range of tasty, delectable and nutritious crackers, yoghurts and porridge for kids.

These products have been made with natural ingredients and come without any preservatives.... Read more

Nourish Organics unveils range of unprocessed muesli & granola cereals

The Gurgaon-based Nourish Organics has unveiled a new range of unprocessed muesli and granola cereals, offering a completely whole and natural variety of breakfast cereals for an increasingly health-conscious and aware Indian consumer.

The offerings are a delicious mix of popped amaranth, fruits, nuts and seeds that promises to provide nourishment for the entire body and keeps hunger pangs at bay. This healthful blend is chock-full of whole food goodness.... Read more

Myprotein introduces whey proteins in two flavours to commemorate Holi

Myprotein, Europe’s leading sports and nutrition brand, has launched new festive whey proteins in two flavours (Thandai, which is synonymous with Holi, and Coconut) and will offer a Holi discount, which will be valid between March 4 and 6, 2020.

The new flavours are just additions to the already well-established brand.... Read more
Cadbury Chocobakes rolls out new campaign, titled MeethaChuppa Rustom

Mondelez India expanded its choco-bakery segment with the recent launch of Cadbury Chocobakes, a scrumptious cookie filled with the taste of iconic Cadbury at its heart.

With the roll-out of its new campaign, MeethaChuppa Rustom, the company celebrated the sweet secrets in all of us.....Read more

Now, single identity for all foods - FSSAI issues list of foods with HS Code

Clearing the path for single identity for domestic and imported foods, FSSAI has issued a list of food products with their HS (Harmonized System) Code used by the Customs Department for imported food products. The apex food regulator intends to map these Codes with the Indian Food Code System (IFCS) used by it in Food Safety Regulations and Rules thereunder.

In this regard, around 1515 ITC-HS Code of imported food items along with the risk categorisation of the same were finalised by the FSSAI recently.....Read more

FSSAI makes display of mfg, best before date on sweets sold loose must

The Food Safety and Standards Authority of India (FSSAI) has issued an order asking sweet or mithai shops in the country to display date of manufacturing and best before date for sweets or mithais sold in the open.

This order shall come into effect from June 1, 2020, it is learnt........Read more
Hitchki to usher in International Women’s Day with quirky IMFL cocktails

The four outlets of Hitchki in Mumbai (BKC, Ghatkopar, Powai and Thane) will usher in International Women’s Day (March 8, 2020) with an array of interesting Indian-made foreign liquor (IMFL) cocktails.

The drinks include Aaj Pink Hai Pani...Pani, UffUffMirchi, Hardik Ke Karan Ki Coffee, Gummy Bear Jello-S, Aamsutra and Kesari, besides all-time classic favourites like Cosmopolitan.....Read more

Sula Vineyards adds Australia to export portfolio with Kismet Trading

Sula Vineyards, India’s leading wine producer, has announced its expansion to Australia in collaboration with Kismet Trading. Starting January 2020, Sula Vineyards, appreciated for its varietals, quality and heritage, has taken another iconic step in extending the legacy of Indian winemaking to the world.

Having its presence in over 30 countries globally, the brand has added Australia to its portfolio as another proud export destination. The year 2019 witnessed China being added to the export list.....Read more

Coffee start-up Sleepy Owl raises Round 2 of funding from Rukam Capital

Sleepy Owl, a Delhi-based start-up in the ready-to-drink coffee space, has raised an undisclosed amount as growth capital in their second round of funding. This round is led by Rukam Capital and existing investor DSG Consumer Partners, and AngelList India also participated.

The brand will use the proceeds from the current round of funding to expand operations, strengthen distribution and launch new products.....Read more
Samosa Singh teams up with Reliance Smart to bring offerings to shoppers

Indian snacking start-up Samosa Singh has announced its pilot association with Reliance Smart Superstores to bring India’s favorite snack to its shoppers.

The association is part of the ongoing efforts by Samosa Singh to expand its consumer presence in modern trade stores through delivering exciting innovation, snacking experience as well as alliances, and Reliance Smart is the perfect collaboration in that direction...

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Dhara launches Milled in India campaign to encourage Made in India food

Dhara, India’s leading edible oil brand has started an integrated campaign titled Milled in India, encouraging the consumers to adopt to traditional indigenous filtered oils that suit the Indian taste palate, style of cooking and cuisines.

It conveys to the consumers how adopting traditional wisdom goes a long way in improving life – Zara Sa BadlaavBanaye Life Behtar...

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Thank you once again for your support and encouragement to our team and your feed-back has been received warmly by our team. We at F1rst continue to track food and food ingredient market trends in South Asia and provide ingredient and food producers with top-class market research. Indian ingredient markets covered by us recently include those of protein ingredients, starches and sweeteners, Soluble fibers, oils & fats, polyols, savory ingredients, dairy ingredients, processed Indian traditional snacks and many others. In short, we at F1rst are striving hard to help you understand the ingredient market trends in India through detailed strategic and operational market reviews and help you with innovative ideas on various ingredient applications through our Table-top Exhibitions.

We will keep in touch with you with useful and exciting information about the Indian food and food ingredient markets as above. Please contact us at sneha@giract.com or kanchan@firstmr.com and we will be happy to speak to you about how we can help you with your ingredient market and application strategy.