

News monitored for: Frito Lay - Brands

Festive feed

THE heartening news is that on World Food Day, Quaker India announced the launch of Quaker Feed a Child program to bring a fistful of nutrition to thousands of underprivileged children in India during this festive season. Along with celebrity chef and PepsiCo's nutrition ambassador Vikas Khanna, it hosted a long table brunch with oats-based dishes for children from Smile Foundation at NSCI Dome. This initiative is based on a powerful thought that urges us all to make every festival more meaningful by simply pledging a fistful to feed a child. For every pack of Quaker Oats purchased this festive season Quaker will provide a meal to an underprivileged child in India. They were treated to Quaker Oats based pink beetroot idlis, pizzas, burgers, spaghetti and cookies. Quaker Oats, you learnt, have beta glucon fibre that helps reduce cholesterol. Additionally, they are high on energy, protein and carbohydrates, extremely important for children.



VIKAS KHANNA & SAIYAMI KHER