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Now rice bran oil to flavour Pepsi snacks

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With consumers becoming more health conscious and preferring healthy food, PepsiCo has fine-tuned its strategy to increase its share in Rs 3,000 crore beverages and snacks market in India. The company has switched to rice bran oil to significantly reduce saturated fats in its products without compromising on the taste.

Use of rice bran oil would help make products healthier as it is low in saturated fats and contains a good ratio of the better fats. The oil has 47% of its fats monounsaturated, 33% polyunsaturated, and only 20% saturated.

"Our products like Lay's Kurkure, Uncle Chipps and Cheetos are now being cooked in rice bran oil and in the process we have reduced saturated fats by about 40%. This is in addition to the fact that all our products have zero trans fats," managing director FritoLay India Manu Anand told *FE*.