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**Frito-Lay
focusing on
health-oriented
products**

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Having started with oat-based cereals for the breakfast segment, PepsiCo Foods is planning roll out a number of health-oriented food products for other segments. The company has already moved to healthier oils in the snacking segment, which includes wafer chips and wafers and Indian origin 'Kurkure'.

LOCAL FLAVOUR

Efforts are on to add more flavour varieties to suit the highly regional Indian taste buds for all products, including the health-conscious foods and snacking segments.

"In coping with an emerging market for health-conscious foods in India, we are planning to launch more products in this segment in the future," Dr T.S.R. Murali, Technical Director, Frito-Lay India, told *Business Line*. He, however, declined to divulge further details on the company's future launches.

According to him, the company aims at offering the healthiest option in the breakfast segment through its oat-based cereal. "Oatmeal contains right quantities of healthy fat and soluble fibre as well as filling," he said adding that launch of two more flavours of the product are underway.

Meanwhile, Frito Lay has shifted to rice bran oil for its core products in the snacking segment. "Keeping in view that consumers are living smarter and constantly making lifestyle choices, we have made our core product range healthier. Our core products — Lay's Kurkure, Uncle Chipps and Cheetos — are now being cooked in rice bran oil. This has helped us to reduce saturated fats in these products by 40 per cent. This is in addition to the fact that all our products have zero trans fats," he said.