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Pepsi to roll out 'healthy' Cheetos & Kurkure snacks

Nandini Sivakumar

CHENNAI

PEPSICO India is set to bring out a slew of 'healthy' snacks under the Cheetos and Kurkure brands. With only fried snacks so far, the MNC wants to transform its current portfolio to include extruded and baked whole-grain and multi-grain snacks. This innovation is beginning with Cheetos Whoosh—a snack made of wholegrain and vegetable extracts.

"There will be special focus on products for kids. The challenge here is to make healthy snacks that are also tasty," PepsiCo food head (R&D) TSR Murali told ET. Two flavours for Whoosh would be available initially, but more may be added later.

A series of whole-grain and multigrain snacks on the Kurkure front can be expected in the next

six months or so. "If we can do a wholegrain Cheetos, we can do a wholegrain Kurkure too," he said. In its effort to make healthier products, PepsiCo has shifted from using palmoline oil to rice bran oil, cutting down saturated fats by 40%, according to the company.

In the chips category (Lay's and Uncle Chips), innovation in shapes and flavours can be expected, Mr Murali said. Variations of the two products fortified with vitamins and nutrients and "goodness ingredients" are also on the anvil, Mr Murali said.



EAT WELL

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