

Kurkure launches new kurkure funjabi kadhahi masala

JALANDHAR, FEB 15: Kurkure, India's most popular and fun loving snack food brand made from rice, corn and a variety of spices today announced the launch of a brand new namkeen snack inspired by the popular cuisine of Punjab. The new "Funjabi Kadhahi Masala" has ingredients that this fun loving community enjoys. Funjabi Kadhahi Masala is made with Rajma and embellished with the aroma of cinnamon, clove, black cardamom and hint of tangy tomato. On the occasion of the launch Deepika Warriar, Marketing Director, Frito Lay India said "As an established leader in the Indian snack market kurkure has always been known to surprise and delight its consumers with innovative and great tasting offerings. The new "kurkure Funjabi Kadhahi Masala" is inspired by the food culture and the " dildaar fun spirit" of Punjab . Rajma is considered a popular, special occasion, "family together" food in this part of India and so we decided to develop a snack that not only carries this taste of popular rajma but is actually contains rajma." For Kurkure lovers, their very own tedha hai par mera hai snack will offer them a wider variety to choose from! So, SnackSmart™ with Kurkure products.