

News monitored for: Frito Lay - Brands



Lay's launches Baked range

Lay's, the potato chips brand from PepsiCo, has launched the Lay's Baked range, which claims to have 50 per cent less fat. The new range has adopted the brand philosophy of 'unrestrained fun'. Vidur Vyas, marketing director, India Foods, PepsiCo India, said, "PepsiCo Foods is committed to delivering new taste experiences to our consumers. Through this premium range of chips targeted at young women, we are offering a variety which has 50 per cent less fat and promises unrestrained fun and great taste."

The launch will be supported by a 360-degree integrated communication, including national TV campaign, print, outdoor and a significant online component that includes social media.

Lay's Baked has been launched in three flavours – Original Salted, Cream Herb and Onion and Sunkissed Tomato.

PepsiCo already has a baked snack brand Aliva, which is marketed as a baked savoury cracker. Gaurav Mehta, Director-Western Snacks, India Foods, PepsiCo India, remarked, "Lay's Baked, with its premium flavours and distinct texture, promises a great taste experience."

