

Crackling blends

Frito-Lay India, the food division of PepsiCo India, recently launched a new brand, Aliva, a product range developed in India especially for the Indian consumer. After Kurkure's enormous success, Aliva marks Frito-Lay India's creation of a new baked savoury cracker category – borrowing ingredients and textures from biscuits and flavourful experiences from namkeens. Aliva is a significantly differentiated product with healthy ingredients such as wheat and lentils, and offered in an iconic shape. Aliva is available in four distinct Indian flavours – Special pindi masala, Tomato and roasted spices, Mint flavour with herbs, and Original salted variant made using special local spices unique to different regions of the country. It is a baked product, contains no artificial flavours or colours and has zero trans fats. Aliva is available at an introductory price of Rs 12 in an attractive 60 gm pack.

