

Quaker to launch Nutri foods with local flavour

DC CORRESPONDENT
CHENNAI, MARCH 22

Making inroads into the Indian breakfast market, food and beverage maker PepsiCo launched a ready-to-cook range tailored to local tastes, including idli, dosa, upma, khichri, all made with the nutrition of oats. The group is also looking to expand to the Middle East due to the demand for Indian breakfast in the region, Deepika Warriar, VP - Nutrition, said on Wednesday.

“Due to lifestyle changes, nutrition intake is affected. These products are ready to eat but come with

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40 - 56% of oats, thus are nutritious,” she added. “The Tropicana Essentials juice range has nutrients that provide healthy phytonutrients and contains no added sugar.”

“We've realised that to

target the nutrition sector in India, we need to know the local nutrition needs and offer local products which satiate the tastes of Indian consumers,” she said on the launch of Nutri Foods range and Tropicana Essentials juices range in Chennai. The group aims to tap into the USD 5million breakfast space with the two new launches. “We plan to expand further in Q4 with newer products in the breakfast range,” she added.

“The market is doing well in North and East. It has been growing fast in the South.”