



Tasty Treat Introduces Swedish Inspired ‘Thin Cookies’ For The First Time In India

National, 15th July 2019: Tasty Treat the munching brand by Future Consumer Limited adds another product to its wide range of cookies and biscuits. People with a sweet tooth can now enjoy Swedish inspired ‘Thin Cookies’ introduced by Tasty Treat for the first time in India. Tasty Treat Thin Cookies, are baked with recipes from the Sweden kitchen. These delectable cookies are thin and crisp making them an all-time favorite snack that can be had as a dessert or paired with a cup of tea.



Tasty Treat Thin Cookies are freshly baked crunchy cookies that are designed in cute flower shape. The flavours are distinctive from other cookies and are available in Ginger, Chocolate and Coconut in packs of 75gms at just Rs. 30. Tasty Treat Thin Cookies are incredibly light and are prepared with

the exact amount of sweetness and natural flavours.

Speaking about introducing Thin Cookies for the first time in India **Sadashiv Nayak, CEO – Food Business, Future Group** says, *“Tasty Treat is a one stop munching destination for a foodie. Our range offers munching products that can be consumed at the start of day with breakfast or ending a wholesome dinner with a mithai. As a brand we are happy to introduce Thin Cookies that are new to our Indian consumers. The cookies are made with authentic Swedish recipes and are sure to excite taste buds of many.”*

Tasty Treat Thin Cookies and other munching products can be purchased from your nearest Big Bazaar, Big Bazaar GEN NXT, Easyday Club, Heritage, Aadhar stores in the country.

ABOUT TASTY TREAT:

Tasty Treat celebrates India's diverse tastes and endeavors to deliver it all, across varied product types, and forms. The range of products includes munching snacks, beverages, biscuits, ketchups & sauces, frozen foods, pasta, confectionery and more. Besides being sold in all leading modern retail stores like Big Bazaar, Easyday Club, Nilgiri's, Heritage, HyperCity, foodhall, Aadhar Wholesale Market, etc., Tasty Treat is available in standalone stores at the Guwahati and Lucknow airport and other stores like WH Smith and Relay. Apart from this Tasty Treat products are also available at select mom and pop stores.

ABOUT FUTURE CONSUMER LIMITED (FCL):

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 30 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

FOR MORE INFORMATION, CONTACT:

Website: <http://futureconsumer.in/> | Facebook: @Tastytreatofficial | Twitter: @Tastytreat_ | Instagram: @tastytreatofficial | Twitter: @fg_buzz

