



Tasty Treat introduces the all-time favourite – Potato Chips

Available in five irresistible flavours and are filled with 10% to 40% extra chips

Buy any Tasty Treat product and stand a chance to win an all-expense paid trip to the IPL finals

National, 11th April 2019: Potato chips is one munching snack that is a big hit among all families and age groups. Whether it is while watching a movie or just passing your free time, potato chips are always the first snack that anyone craves. Tasty Treat, the munching brand from Future Consumer Ltd. introduces its range of potato chips in five flavours; where one can savour the goodness of potato in every chip.

Tasty Treat introduces potato chips in mouthwatering **Cheese** flavour, a blend of delightfully delicious cheese and crunchy potato wafers. **Sour Cream and Onion**, are crispy chips enhanced with distinct salty onion flavour blended with sour cream which leaves you craving for more! **Tangy Tomato** chips flavoured with ripe juicy tomatoes. Relish **Classic Salt**, perfectly seasoned salted potato chips, which is sure to soothe your craving for something savoury and crunchy! Lastly, **Desi Masala Magic** is spiced with a perfect blend of masalas to create an irresistible combination!



Speaking about the new snacking range **Sadashiv Nayak, CEO - Food Business, Future Group** says, “Within a short span, Tasty Treat has grown as one of the most preferred snacking brand in the country. We are excited to introduce our range of potato chips for all our foodie customers. Tasty Treat chips are seasoned with special spices that allow the chips to retain the potato flavour at the same time making it crunchier and irresistible than other brands.”

As the Official Partner for the Indian Premier League, Tasty Treat is giving its customers a chance to watch the IPL in the stadium. Buy any Tasty Treat products and stand a chance to win an all-expense paid trip to the IPL finals (couple tickets, food, travel and lodging). Not only this, customers also have the opportunity to win exciting gifts like Television sets, ACs, Microwaves, Toasters, Blenders and other electronic gadgets. Adding more to the list, Tasty Treat will be giving lakhs of assured prizes against all Tasty Treat purchases in the form of discount coupons that can be availed during their next purchase of Tasty Treat products.

Tasty Treat potato chips are filled with 40% to 10% extra chips and come in 4 different packs priced at Rs. 5, Rs. 10, Rs. 20 and Rs. 35. The products are available at all Future Group stores like Big Bazaar, Big Bazaar GEN NXT, Easyday Club, Heritage Fresh, HyperCity, Nilgiris, Aadhar, Foodworld, WH Smith and others.

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 Fresh, 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:

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