

## **Tasty Treat launches a new snacking munch – POP CORN**

Available in four tempting flavours spicy jalapeno, tangy tomato salsa, classic salt & pepper and yummy cheddar cheese

**National, 12<sup>th</sup> September 2017:** Tasty Treat a popular on-the-go snacks and beverage brand by Future Consumer Limited adds a new snacking product called **Tasty Treat POP CORN** to its portfolio. Tasty Treat POP CORN is a light and healthy product that can be a perfect snacking companion for any occasion like get-togethers, parties, breaks or can simply be munched on while watching your favorite web series or while travelling.

Adding some unique flavor to the snack, Tasty Treat POP CORN is available in four delicious flavours like hot jalapeno, sweet & sour tomato salsa, traditional salt & pepper and all-time favourite cheddar cheese that will leave your taste buds craving for some more. A pack of Tasty Treat POP CORN is priced at just Rs. 35.

Speaking about the new product **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, “Keeping up to the brand name of being a tasty treat, we have always offered products that match the evolving palate of our consumers. Popcorn is a popular snack that can be munched on with no fear of calories, which is why we have launched them in some unique flavours that will be liked by kids, youngsters and adults.”

Tasty Treat POP CORN and other Tasty Treat products can be purchased from Big Bazaar, Nilgiris, Heritage Fresh, Easy Day stores across the country and on Amazon.in. Tasty Treat offers Chips & Wafers, Indian Savories, Juices, Cookies and Baked Snacks. Tasty Treat also provides a complete solution for Chinese cravings through its wide variety of Noodles and Sauces. Tomato Ketchup, Jams and Frozen food are also major part of the Tasty Treat product line.

### **ABOUT FUTURE CONSUMER LIMITED (FCL)**

FCL is India’s first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

