

Tasty Treat launches a wide range of delectable biscuits and cookies

Introduces healthy and tasty Digestive Cream biscuits with
0% added sugar and no trans fat

National, 8th June 2018: Tasty Treat, the ready-to-eat snacking brand from Future Consumer Limited presents a wide range of delicious biscuits and cookies. The new range features an endless list of options that will excite all food lovers and health conscious people. The list includes the all-time chai companion Marie biscuit, kids favourite Cream biscuits, chocolatey Bourbon, fibre rich Oatmeal cookies and healthy Digestives.

Tasty Treat also introduces a tastiest digestive that combines the fiber rich whole wheat biscuit with flavourful rich chocolate cream. This Digestive Cream, is a perfect way to indulge in an active lifestyle, as it has 0% added sugar and no trans fat.



Tasty Treat cookies are available in flavours like Choco Chips, Butter Cashews, Pista, Butter and Oatmeal. The crunchy cream biscuits are filled with mouthwatering Strawberry, Vanilla and Chocolate cream. Tasty Treat Bourbon is made with the finest Cocoa Beans from Ghana and the chocolatey biscuit is filled with a generous spread of chocolate cream.

Speaking about the biscuit range **Sadashiv Nayak, CEO - Food Business, Future Group** says, "Tasty Treat offers an endless list of snacking products which are delicious treats for all foodies. Our new range of biscuits and cookies has something instore for each and every one. Right from cookies for choco chip lovers, to the all-time chai favourite marie biscuit and healthy digestives the variety will satisfy all taste buds. The range has biscuits for all moods and even includes a tastiest Digestive Cream which combines health and taste in one."

Tasty Treat biscuits and cookies are priced from Rs. 5 to Rs. 159. The products can be purchased from Big Bazaar, Big Bazaar GEN NXT, foodhall, Easyday Club, Heritage Club, Nilgiris, HyperCity and select general stores.

ABOUT TASTY TREAT:

Tasty Treat celebrates India's diverse tastes and endeavours to deliver it all, across varied product types, and forms. The range of products includes ready-to-eat snacks, beverages, wafers/biscuits, sauces and more. Some of the popular products are namkeens, wafer biscuits,

fruit based beverage, table sauces, frozen, popcorn, cookies, pasta, etc. 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 also available in leading modern trade and select general trade outlets.

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).

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