

## Tasty Treat Cheers for the Men in Blue as they prepare to clinch the 3<sup>rd</sup> World Cup

- ~ Multi-level campaign execution at 200+ Big Bazaar stores, online gamification and association with INOX multiplex ~
- ~ One time chance to win a full year's supply of Tasty Treat products ~

**National, 8<sup>th</sup> July, 2019:** Cricket fans all over the country have waited for four years to cheer for India's third victory of getting the World Cup back home. As the men in blue are all in action; Tasty Treat, the munching brand by Future Consumer Limited has indulged in celebration to keep up the momentum and engage cricket lovers with numerous fun-filled campaigns. The brand has taken a holistic approach to cheer India's victory through in-store activities in 200 plus Big Bazaar stores, online gamification and an influencer led association with INOX cinemas.

As a brand Tasty Treat has always celebrated India's love for cricket which is prominently seen through the recently concluded IPL where the brand was the Official Sponsor. Living up to the cricket mania; throughout the World Cup season, Tasty Treat executed cricket kiosks at Big Bazaar stores through which fans could play the game and take home lots of gift hampers. Extending their reach to the game lovers, Tasty Treat created 'Power Play' an online game that can be played on your mobile phones or desktops. Through 'Power Play' the highest scorer gets a chance to win a full year's supply of Tasty Treat products.

**Link to the game:** <http://bit.ly/2K1DuW6>

Speaking about the campaign **Sadashiv Nayak, CEO - Food Business, Future Group** says, "As the entire country is geared up the World Cup Finals, Tasty Treat is set to be a part of this celebration and provide an ideal experience to all the fans. Tasty Treat provides a widest assortment of munching products that is sure to add the entertainment quotient with family and friends."

Adding to the cricket fever, Tasty Treat is giving few lucky customers a chance to watch the Semi-Finals on the silver screen with popular influencers. The brand has partnered with INOX multiplex and conducted an online contest called #ChataakCricketExpert. Few Lucky winners have got a chance to watch the match with personalities like dance superstar Shantanu Maheshwari in Kolkata, actress Daisy Shah in Mumbai, celebrity Rannvijay Singh in Delhi, and actress Pranitha in Bangalore. As India gears to bat against New Zealand, cricket fans can watch the grilling semi-finales in INOX - Surat with the glamorous Prachi Desai.

All Tasty Treat consumers can munch onto their favourite snack this World Cup by heading to their nearest Big Bazaar, Easyday Club, Heritage Fresh, Nilgiris, Foodworld and 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 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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