

## Treat yourself with a pack of crunchier and irresistible 'Potato Kettle Chips' by POOOF!

**National, 21<sup>st</sup> July 2017:** POOOF! the newly launched brand from Future Consumer Limited (FCL), the Food and FMCG arm of Future Group introduces **'Potato Kettle Chips'**, a tantalizing and flavorful snack. Made through batch frying, POOOF! Potato Kettle Chips are tasty, crunchier and thicker and are closest you could get to homemade chips. Potato Kettle chips are available in four tempting flavours such as **Spicy Peri Peri, Tangy Tomato, Zesty Masala and Onion Sour Cream.**

Kettle chips are packed in an attractive, colorful and unique design, reflecting the bold and enthusiastic nature of its young consumers. Each pack of Kettle Chips celebrate ones love for food and the sheer joy in eating food.



Speaking about POOOF! Potato Kettle Chips **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, *“With POOOF! we are trying to make multiple snacking options available to our consumers and Kettle chips is one more product we have to offer after the recently launched Wafflelets. Kettle chips takes you back to the traditional way of frying slices of potato batch after batch, giving you the real potato flavor tossed in some special spices. POOOF! Potato Kettle Chips are for foodies who like to relish food without any guilt and is sure to be one of the most popular snack that can be munched anytime.”*

POOOF! Potato Kettle Chips are currently available at Big Bazaar, Big Bazaar GenNxt and will be soon available at Foodhall, Nilgiris, Heritage and EasyDay stores. These chips are priced at Rs. 30 for 30gm and Rs. 60 for 65g.

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

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 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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