

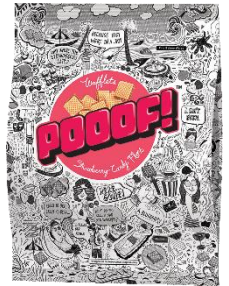
Future Consumer Limited introduces **POOOF!**

A snacking brand that offers a range of light crispy 'n' creamy combo of wafflets

National, May 2017: Future Consumer Limited, the food and FMCG arm of Future Group launches a delectable and flakiest snack brand called **POOOF!** The brand has introduced a range of 'wafflets' in colourful and tempting flavours – like **Belgian Chocolate, Strawberry Candy Floss, and Coffee Hazelnut** for young adults that appreciate fine foods.



POOOF! Wafflets are crispy wafer cube biscuits layered with generous flavored cream and is thoughtfully kept in little bite-size servings. The brand name POOOF! mirrors the flakiness in the lifestyle of young adults today, where it's cool to be transient, not have a plan, and just live in the moment. The name also represents the brand's openness & adaptability to this evolving consumer's taste and preferences. POOOF! is a fun, quirky brand in terms of both packaging & product and they leave you craving for more.



Speaking about the new brand **Devendra Chawla, CEO, Future Consumer Limited** says, "POOOF! is a brand that resembles modern lifestyle and palate. The range of wafflets are carefully created and packaged in a way that matches the preferences of our young consumers. POOOF! wafflets are light, crunchy and is a perfect snackable product for parties, gatherings, outings etc."

POOOF! is available at Big Bazaar, Big Bazaar GenNxt, Foodhall, Nilgiris, Heritage and EasyDay stores and is priced between Rs. 30 to Rs. 175 for packs ranging 30gms to 200gms.

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.

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