

## Vegit Brings Its New Offerings This Teej

*Come and savor the new variants at the Teej Festival, Dilli Haat, Pitampura*

**New Delhi, Aug 2013:** Vegit – a brand with a **range of vegetarian snack mixes** brings to you **Four New Variants** this Teej to make it an unforgettable experience. Celebrate the festival of Teej with some lip-smacking and scrumptious recipes of **Burger Patty, Cheese Balls, Soya Roll, Harabhara Kabab** and many others at DilliHaat, Pitampura- Stall No. 11 A from 9<sup>th</sup> – 11<sup>th</sup> August 2013.

Vegit will bring enticing recipes of these snack mixes by professional chefs during this festival to give your regular snacks an exciting twist. This is an alluring opportunity to taste your favorite snacks for **free** and picking up the same from Vegit Stall no. 11A.

Teej celebrates the onset of bounteous monsoons and is a festival of indulgence, be it in clothes, ornaments or delectable food. The delicacies prepared on Teej are purely vegetarian that are consumed by women after breaking their fast. While ritual fasting is central to Teej, the festival is marked by colorful celebrations, especially by the womenfolk, who enjoy swing rides, songs and dance. Vegit's range of vegetarian snack mixes will offer Indian women the perfect appetizers for a sumptuous feast post the fasting.

Vegit products offer **100% classic Indian vegetarian** snacks which involve only minimal time and effort in preparation and cooking, without losing out on the traditional taste.

The USP of these products is that they can be prepared with a **"Twist"**. These snack mixes can be prepared just the way they are or you could add your own unique twist to create an amazing snack time treat. Now you can enjoy snacks as per **your** taste!

**Key features of Vegit's new range of enticing traditional Indian snacks include:**

- **Burger Patty-** Spicy mix of potato flakes, vegetables and cheese to delight your senses! Avoid the tedious process of chopping and grating. Club Vegit patties with a burger and enjoy plateful of burgers within minutes.
- **Cheese Balls-** A creamy cheesy delicacy that melts in your mouth, cheese balls can be prepared easily by making small balls and rolling them in bread crumbs, deep fried to be served hot with tomato sauce or mayonnaise!
- **Soya Roll-** A snack outside of just potato! An appetizing fusion of potato and soya clubbed together with Indian spices and condiments offers an ideal evening snack.
- **Harabhara Kebab-** Bringing together the goodness of green peas, spinach and potatoes with the tang of kasurimethi, Harabhara Kebab is the ultimate snack for the health conscious.
- **Aloo Mash (Potato Flakes)** saves the time of boiling/peeling/mashing potatoes and delights your mother with the goodness of mashed potatoes that gives the similar nutritional qualities as that of real potatoes with similar amounts of protein, dietary fiber, and vitamins. Additionally, dehydrated potato flakes can also be used as a nutritional base that complements a variety of products.

The other snack mixes which are already available in the market include:

- **AlooTikki**—Enjoying street food at home couldn't get any easier and healthier! A perfect mix of Potato flakes and Indian spices shallow fried on tawa clubbed with Mint chutney gives you the real taste of AlooTikki!
- **AlooBonda-** Scrumptious mix of potato and onion bits with the classic touch of amchur powder dipped in besan and deep fried result in hassle free delicious bondas within minutes on your table.
- **Shammi Kebab-** Deep fried flattered snack of black gram and potato flakes makes for an ideal evening with friends and family.
- **Veg Cutlet-** Enriching palate of carrots, french beans and capsicum available with the blend of mixed spice can serve as a delectable snack after being dipped in liquid batter and fried post rolling it in bread crumbs! A crispy snack that's yummy inside!

## **About Vegit**

Vegit is the agro division of Merino Group, spread equally between making of Potato Flakes and sumptuous Snacks Mixes and is committed to providing an international standard products that has been domestically produced. The integrated approach from complete agri operations from tissue culture to food processing has assured the consisted supply of best quality products and has established a sustainable market for itself both with the domestic and international buyers.

Vegit offers a range of snacks mixes which are all simple, fast, neat and ready to make and also exports the products and reaches out to the retail sector and also the industrial catering units, restaurants and hotels. Vegit is ISO 9001, ISO 14001, ISO 18001, ISO 22000 and HACCP certified.

For more information visit Vegit at [www.veggit-merino.com](http://www.veggit-merino.com)

## **About Merino Group**

Merino is a versatile manufacturer and marketer of Interior Solutions with a wide array of products for homes, offices, commercial and public areas and is also into Agro-Food business under the brand name Vegit. Merino is today a US\$ 165 million group with diverse business interest and two primary lines of business – Paneling and Agro. Founded in 1965, Merino Group's 6 operating companies are Merino Laminates, Merino Panels, Merino Besco, Merino Hanex, My Space and Vegit. The Group has a strong presence in 60 countries with more than 3000 employees and a strong channel of network of dealers, sub dealers and retailers.

For more information visit Merino Group at [www.merinoindia.com](http://www.merinoindia.com)

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