



## **Vegit brings new product offerings for Lucknow**

*~Launches Burger Patty, Cheese balls, Soya Roll & Harabhara Kebab in Lucknow, expands its range of ready to cook snack mixes, specially developed to match the preference of food lovers in the UP market~*

**Lucknow, 13th Aug 2013:** Vegit, an agro division of Merino group and a leading brand in ready to cook segment, has today announced expansion of its product portfolio in Lucknow market with the launch of **4 new variants** Burger Patty, Cheese balls, Soya roll and Harabhara Kebab for the Retail & HORECA (Hotel, Restaurant & Catering) segment. Priced at **Rs. 50** for Retail, Vegit will now be available as a range of 8 new snacks mixes along with its flagship product 'Aloo Mash' (Potato Flakes).

Vegit products offer 100% classic Indian snacks which involve only 10% of time and effort in cooking, without losing out on the traditional taste. The USP of these products being that they can be prepared with a **"Twist"** as the consumer is free to experiment and modify the dish as per his taste buds. Vegit easy to cook mixes save time and cost, additionally assuring an extended storage life as all the products are processed keeping in mind the international quality norm, without compromising on natural ingredients and nutrients.

Speaking on the occasion, **Mr. Rajneesh Sharma, General Manager, Sales, Vegit** said, "Keeping pace with the changing lifestyle and eating habits of the consumers, the market needs to evolve and innovate accordingly. With a fast-moving lifestyle and paucity of time, people are looking for **time-saving** and **cost-effective** options for their kitchen. Gauging the need of the hour, Vegit took a pioneering step and introduced products in a **dry mix format**. These products allow the consumer to experiment with the taste, while offering **hassle free** cooking yet **traditional homemade food** experience."



“Expansion of the middle class, nuclear families, rapid urbanisation, evolving food habits, are some of the reasons for the expansion of the ready-to-eat segment. Cooking in Uttar Pradesh has quite a unique flavour and the simplest ingredients go into preparing most dishes. Our four new variants will fit right in the food culture of Lucknow.” he added.

Recently the brand also unveiled its **new brand identity** through a **refreshed packaging** and a new logo, in order to enhance the brand proposition **“Hamara Mix, Aapka Twist”**. The objective was to induce the brand into the retail segment with a novel freshness, communicating the USP of the products. The new brand identity will help Vegit in sustainability and growth, as it further builds on the present equity of Vegit’s Snack Mixes.

Vegit has a pan India presence with a network of over **5000 dealers and outlets**.

Key features of Vegit’s new healthy range of delectable 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:

- **Aloo Tikki**—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 Aloo Tikki!
- **Aloo Bonda**- 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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