

Relish the all new lip smacking Tasty Treat Tom – Mayo

An ultimate sauce that combines the tanginess of tomato and the creaminess of mayonnaise in one product

National, 25th October 2017: Tasty Treat a popular brand that caters to between the meal hunger cravings and provides a range of on-the-go-snacks options by Future Consumer Limited has launched a unique and delicious sauce called Tasty Treat Tom-Mayo. The all new Tom-Mayo is a combination of two yummy sauces i.e. the all-time favourite tomato ketchup and the smooth & creamy mayonnaise.

Tasty Treat Tom – Mayo can be used to enhance the flavor of any food dish like sandwiches, wraps, burgers, pasta etc. Most importantly Tom-Mayo is an ideal dip that can be accompanied with any food items like French fries, nuggets, nachos, etc. making it extremely tasty. Additionally, by using Tasty Treat Tom-Mayo you do not have to stock up separate bottles of Tomato ketchup and mayonnaise, Tom-Mayo sums up for both of them.



Speaking about the new product **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, “Tom-Mayo is fresh take on the traditional tomato ketchup and the tasty mayo. It’s a product meant for consumers who love to experiment with food and are looking for something beyond the existing sauces.”

Tasty Treat Tom-Mayo is available in 210 gms glass bottle and is priced at Rs. 70 only and will soon be launched in 200 gms and 400 gms pouches. Tasty Treat products can be purchased from Big Bazaar, Nilgiris, Heritage Fresh, Easy Day stores across the country and on Amazon.in. Tasty Treat offers Chips & Wafers, Indian Savories, Juices, Cookies and Baked Snacks. Tasty Treat also provides a complete solution for Chinese cravings through its wide variety of Noodles and Sauces. Tomato Ketchup, Jams and Frozen food are also major part of the Tasty Treat product line.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India’s first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from

the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

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