



Future Group launches a premium gourmet gifting brand – Gruezi

Presents hand-picked chocolates crafted by Switzerland based 'Chocolat Frey AG' to offer finest indulgence experiences

National, 7th August 2017: Future Consumer Limited the food and FMCG arm of Future Group launches a premium gourmet gifting brand – 'Gruezi', in partnership with 'Chocolat Frey AG' headquartered in Switzerland. Chocolat Frey AG is one of the world's most premium chocolate manufacturer and is part of Migros Group. The brand name 'Gruezi' is inspired by the Swiss word for 'hello' which signifies the welcoming of new moments that will be etched in memories for life!

Gruezi offers pure Swiss chocolates crafted by a technique that has been mastered for over 200 years, with a unique blend of flavors, ranging from a crunch to mouthfuls of soft and delicious soft-fills – concepts inspired by various Swiss elements like the behemoth, the king of mountains, Matterhorn. Gruezi's initial range of gourmet offerings include finest assortment of Swiss chocolates available in two special packs **Gruezi Swiss Matterhorn Chocolates** and **Gruezi Assorted Centre Filled Chocolates**.

Speaking about the new brand launch **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, "We are extremely excited to launch Gruezi, as it's our first foray in the premium chocolates category. Gruezi is a gourmet gifting brand that is not limited to festivals or special celebrations. Instead, whenever the moment calls for expressing more than a casual gesture, Gruezi finds place. A perfect way to say hello to joy!"

Gruezi Swiss Matterhorn Chocolates are jagged peaks of velvety milk chocolate that sit around honey and almond nougat which make every bite worth savouring. **Gruezi Assorted Centre Filled Chocolates** include 4 indulging flavors such as **Triangolo, Mandolina, Caramelita and Giandor**. Both packs are priced at Rs. 450 per box and can be purchased from Foodhall, select Big Bazaar Gen Nxt, Big Bazaar and Nilgiris stores in Mumbai, Delhi and Bangalore.

ABOUT FREY

Chocolat Frey AG, based in Buchs in the Swiss Canton of Aargau, manufactures chocolate and chewing gum. The products of the leading chocolate manufacturer on the Swiss chocolate market are sold both in Switzerland and abroad under the brand name of Frey as well as additional private labels. The company, founded in 1887, is a business enterprise of the M-Industry and has been a part of the Migros Group since 1950. Frey manufactures 2,400 products including a wide variety of chocolate bars (solid and filled), countlines (Blox, Risoletto, Branches and Frey d'Or), truffles and pralines, but also a wide range of chewing gum.

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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