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NatureFreshSampoornaChakki Atta and Leonardo Olive Oil Bags Prestigious Superbrands 2018

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By **Guest** | November 2, 2018



naturefreshsampoornachakki-atta-and-leonardo-olive-oil-bags-prestigious-superbrands-2018

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The chosen brands were further assessed by an independent council of recognized business heads and industry experts. Leonardo Olive Oil and NatureFreshSampoornaChakki Atta ranked amongst the top 10% of all brands across respective categories in India, making them trendsetters in their respective categories. This is the second consecutive win for

NatureFreshSampoornaChakki Atta and the first for Leonardo Olive Oil in the famed Superbrands Awards.

Mr. Milind Pingle, Director – Sales & Marketing, Cargill's food business in India said, "We are thrilled to receive this award for both brands. In line with our organisational goal of nourishing the world, we believe in providing quality products to consumers through our multi-brand portfolio. The Superbrands Award is an acknowledgment of the trust that both consumers and industry alike, repose in our brands. For a branded consumer business, to be the recipient of such faith is undoubtedly an honour. We will continue to strive to deliver on consumer satisfaction through our brands and products in the future as well."

Congratulating the brands on their win, Neelakshi Sarkar, Chief Operating Officer, Superbrands India said, "We are delighted to have Nature Fresh Atta and Leonardo Olive Oil recognized as Superbrands after a very rigorous three-stage selection process. Coming from the global food specialists - Cargill, both brands stand for value addition, innovation and consumer trust, just the qualities needed for the Superbrands accolade."

Read online: https://nuffoodsspectrum.in/news/32/13243/naturefreshsampoornachakki-atta-and-leonardo-olive-oil-bags-prestigious-superbrands-2018.html
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