NEWS | ALLIED INDUSTRY

Jain Farm Fresh launches Valley Spice range

Jain Farm Fresh Foods Ltd., a subsidiary of Jain Irrigation Systems Ltd. has introduced Valley Spice, a complete range of pure and authentic spices that are 100% Natural and have no preservatives, artificial flavors or colors.

By **Sonali Wankhade** | January 4, 2019



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Jain Farm Fresh Foods Ltd., a subsidiary of Jain Irrigation Systems Ltd. has introduced Valley Spice, a complete range of pure and authentic spices that are 100% Natural and have no preservatives, artificial flavors or colors.

Valley Spice is the first brand in India which has come out with Steam Sterilized Spice range. The process makes the spices 100% safe and pure. Valley Spice comes in 3 different ranges to cater to a wider spectrum of consumers across the country. The offered range is – Select for premium consumer and comes in a unique Bottle packaging. The other two range are Popular and Value Pack. Popular range come in a Standee pack with Zip locking and the value pack comes in sachet packs.

Speaking on the occasion Mr. Anil Jain, Vice Chairman - Jain Group said, “The launch of Valley Spice marks another step Jain Farm Fresh has taken towards providing quality consumer products that are pure and authentic. As a company, Jain Irrigation has had a long history of working with farmers to help them grow the best produce. We procure and process these spices in our integrated spice plant in Jalgaon and bring export quality steam-sterilized spices for the first time to Indian consumers. Valley Spice aims to quickly establish a leadership position in the large spice market in India.”

The company aims to attain leadership position in spice market through innovative products, deep consumer insight and sustainable business methods. As an organization we have always believed in creating share value and will continue to do the same.

Valley Spice will be offering to the consumer Straight Spices, range of authentic Blended Spices, Wet Spices, Herbs & Seasoning and Dehydrated Products. The objective is to provide the consumer the real experience of authentic cuisine through usage of Pure and Authentic Spice. The brand will be available nationally by March 2019.

Read online: https://nuffoodsspectrum.in/news/30/13510/jain-farm-fresh-launches-valley-spice-range.html
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