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Licious expands RTE category

Bengaluru based Licious, India’s fastest growing meat, seafood & meat products brand, announced an addition in their Ready-To-Eat (RTE) category with the launch of Prawn Spreads.

By **Manbeena Chawla** | July 16, 2020



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Reinforcing its position as India’s leading Meat Food Brand, the start-up plans to strategically disrupt the RTE category with unique meaty offerings

Bengaluru based Licious, India’s fastest growing meat, seafood & meat products brand, announced an addition in their Ready-To-Eat (RTE) category with the launch of Prawn Spreads.

The product is made from all-natural ingredients, with no artificial preservatives, colour or flavouring and zero trans-fat. The Company made its foray into the RTE category about a year ago with the launch of India’s first Chicken Spreads.

Commenting on the launch, Abhay Hanjura & Vivek Gupta, Co-Founders, Licious said, “Over the last 3 months, as more and more people chose to stay in the safety of their homes, at- home cooking & consumption of food has seen a sharp spike. With people working from home & children being away from school, the demand for safe, high-quality, wholesome, flavourful, quick fixes are on the rise. Indeed, we have seen a 3X growth in our RTE category over last quarter. Being a consumer centric company, we felt the need to provide our consumers with more options, hence Prawn Spreads!"

A blend of freshly cooked juicy and succulent prawns and a creamy base, Licious’ unique Prawn Spread is available in two zestful flavours – Chunky Butter Garlic Prawn and Chunky Sriracha Prawn. Chunky is the operative word here. Every 100 grams of the spread contains 30 gm of freshly cooked prawn chunks! The versatile spread not only makes for a hearty breakfast, but also easily fits into lunch, dinner and snack menus.

Read online: https://nuffoodsspectrum.in/news/30/16152/licious-expands-rte-category.html
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