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Country Kitchen launches flours infused with vegetables and millets

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Country Kitchen, a homegrown fortified vegetable flour label, has launched a wide range of flours infused with vital vegetables, millets, and grains. These flours are made of high-quality ingredients such as MP Sharbati wheat with handpicked vegetables, millets, and grains infused in it, keeping them natural to retain all the nutrients. Country Kitchen products include Beetroot flour, Broccoli Flour, Spinach flour, Green Peas flour, Quinoa flour, and Black Wheat flour, among others.

Country Kitchen portfolio of vegetable flours provide essential nutrients and are a good source of fibre, vitamins, proteins, calcium, and iron. For instance, Beet flour is naturally sweet, helps in cleansing body and boosts up stamina by making muscles more efficient. Broccoli flour which is rich in antioxidants, improves gut health and helps to fight diabetes and cancer. In addition, some of its flours such as Black Wheat and Quinoa Beetroot are Non-GMO, gluten-free products that are rich in anthocyanins and help in weight loss.

“Consumers nowadays have become more health-conscious and are increasingly looking for clean labels that are imbued with fibre, proteins, vitamins, and minerals. Also, they are opting for alternative healthy foods that can add some taste and texture to their meals. Keeping this in mind to create a healthier and nutritious plant-based product, we came up with the idea to produce 100 per cent natural and budget-friendly vegetable flours and share with the consumers across the country,” said Abhishek Bhasin, Co-founder, Country Kitchen.

“In the world of sugary cereals and processed foods, we are trying to bring around a change for the better world where we aim to produce healthy flours with the modern spin. We look forward to starting a healthy journey with consumers by sharing Country Kitchen products, “said Utkarsh Bansal, Co-founder of Country Kitchen.

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