NEWS | ALLIED INDUSTRY

Hye Foods introduces range of flavoured camel milk powder

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By **Pooja Yadav** | July 14, 2021



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Hye Foods, a brand launched by Aadvik Foods & Products, has recently launched Milky Dunes, a range of flavoured camel milk. These healthy range of flavoured drinks are packed with nutrition and come in three different flavours such as Delicious Bourbon Chocolate, Refreshing Strawberry, and a Healthy Ayurvedic blend of Turmeric and Ashwagandha.

With this launch, Hye Foods added a unique offering to its exciting line of products which included Camel Milk Powder, Goat Milk Powder, Soy Milk Powder, Coconut Milk Powder, and now Milky Dunes.

The three flavours Milky Dunes trilogy is available in a regular size pack of 300 gms and are priced at Rs 399. They also have another pack of 450g with 15 single serving pouches, which is priced at Rs 499. The single serving pack is suitable for travel purposes.

In addition to these, the brand has also unveiled an Introductory Pack (110gms) for new consumers to make their trial easier. This pack contains 4 individual sachets for single-serving that includes all available flavours in camel milk. The price of the Introductory Pack is Rs 199.

Speaking on the development, Shrey Kumar, Co-Founder, Aadvik Foods & Products said, “Camel milk has numerous health benefits. It is completely an extraordinary source of health in terms of its overall body growth and immune boosting properties. The reason to introduce more and more interesting flavours is just to make this nutritious drink a part of consumers’ healthy lifestyle. Our newly-launched flavours of Milky Dunes have it all! While one flavour has the goodness of ayurvedic herbs, the others are loaded with vitamins and antioxidants. All in all, they are refreshing, tasty yet healthy.”

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