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Blue Tribe to offer plant-based meat options in Indore

With the goodness of handpicked plant-based ingredients and secret spices, Mumbai-based startup Blue Tribe plans to launch fresh-flavoured plant-based Chicken Nuggets and Chicken Keema in the financial capital of Madhya Pradesh i.e. Indore.

By **Manbeena Chawla** | November 15, 2021



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WordPress post #13120

The startup is working on integrating vitamin B12 in its plant-based meat portfolio

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The city, known for its exquisite taste, unique delicacies often coupled with aromatic and crunchy sev, and vibrant culture, will soon be able to make a conscious lifestyle change by opting for eco-friendly alternatives of over-consumed meat products.

Sandeep Singh, Co-Founder, Blue Tribe said, “After introducing delectable Chicken Keema and Chicken Nuggets, we will be bringing a variety of other plant-based meat products that are crispy from the outside and soft from inside. Our products are laced with rich protein and high nutritional value that are traditionally found in meat products. We are working on integrating Vitamin B12 and similar attributes as well.”

Blue Tribe has already made a strong foothold as an effective non-vegetarian food alternative in Delhi, Mumbai, Pune, Ahmedabad, Bengaluru, Hyderabad, Kochi, Chennai, Kolkata, Chandigarh Tricity, Lucknow, Mangalore, Jaipur and now Indore.

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