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LB Brewers partners with Haldiram's for iced-tea, Borecha Icey

‘Borecha’, a natural cold brewed iced tea available in a can, is available in over 15 states

By **Manbeena Chawla** | August 1, 2022



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Beverage startup based in Goa, Latambarcem Brewers (LB Brewers) has partnered with Haldiram's to market its iced-teas ‘Borecha Icey’ and is aiming a turnover of Rs 20 crore in the current financial year.

LB Brewers manufactures craft beer and non-alcoholic functional beverages such as premium iced-teas, kombucha and zero sugar seltzers having annual capacity of 150,000 & 100,000 cases respectively.

Commenting on the tie-up with Haldiram’s, one of India’s most popular brands for snacks and sweets, Aditya Ishan Varshnei, Co-founder and CEO of Latambarcem Brewers said, “Under this partnership our premium iced-tea beverage Borécha Icey will be available at 100+ outlets of Haldiram's spread across Delhi-NCR.”

Initially, the co-branded Borecha will be available in three different flavours at Haldiram’s outlets and depending upon the response and customer feedback, LB Brewers would consider introducing more flavours of Borecha at Haldiram’s. “We are targeting to sell at least 70,000 cases valuing Rs. 10 crore during this fiscal and we are anticipating significant jump in both volume and value terms over the next 2-years. In fact, in 2023-24, we are expecting over a 500 per cent jump in our business,” Varshnei said.

Read online: https://nuffoodsspectrum.in/news/15/19198/lb-brewers-partners-with-haldirams-for-iced-tea-borecha-icey.html
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