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Britannia brings ‘Millet Bread’ with zero added maida in India

Taking the portfolio to the next level with the introduction of Millet Bread with zero added maida

By **Manbeena Chawla** | April 10, 2023



bread

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Britannia, the largest bakery foods company and pioneer of sliced bread in India, has launched Millet Bread that contains zero added maida. Packed with Ragi, Jowar, Bajra and Oats, it has fibre and minerals that provide consumers a convenient way to include millet-based options into their meals.

With the launch, Britannia becomes the first company in the organised segment to bring Millet Bread into the FMCG market in India. This initiative is aligned with the Central Government's initiative to promote millets and provide Indians with a nutrient-rich diet. This is in line with the 'Year of Millets' declared by the WHO.

Even though India is the largest producer of millets in the world, it still faces problems of unbalanced diets and micronutrient deficiency. The Britannia Millet Bread has been introduced with an aim to play a part in solving these issues that are still prominent.

Commenting on the launch, Rajneet Kohli, Chief Executive Officer of Britannia Industries, said, '' Bread is a staple diet that is consumed daily across millions of households and served in restaurants and even on flights. With the growing need for guilt free snacking, there are rising conversations about choosing foods with millet grains for their benefits. Our aim is to offer an apt solution for our consumers in a category that is highly popular and a staple for several Indian consumers.''

The all-new Britannia Millet Bread packs are available on Blinkit in Delhi NCR and will soon be available across general and modern trade stores across the nation.

Read online: https://nuffoodsspectrum.in/news/14/19998/britannia-introduces-millet-bread-with-zero-added-maida-in-india.html
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