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Tata forays into cold pressed oils category

These oils are competitively priced, with a range spanning from Rs 325 to Rs 699

By **Mansi Jamsudkar** | August 14, 2023



Tata Simply Better - Cold Pressed Oils

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Tata Consumer Products (TCP), the consumer products company uniting the principal food and beverage interests of the Tata Group under one umbrella, announced its entry into the premium and rapidly growing category of Cold Pressed Oils. Tata Consumer Products is launching a range of 100 per cent pure and unrefined cold pressed oils under its brand ‘Tata Simply Better’.

The Tata Simply Better Cold Pressed Oils collection features four variants: Virgin Cold Pressed Coconut Oil, Cold Pressed Groundnut Oil, Cold Pressed Mustard Oil, and Cold Pressed Sesame (Gingelly) Oil

Cold pressed oils have gained immense popularity due to their numerous health benefits and distinctive flavour profiles. Tata Simply Better Cold Pressed Oils are extracted using the Cold Pressed technology, which mirrors traditional methods of oil extraction to ensure the preservation of vital nutrients, rich aroma, and authentic flavour. This distinct method yields edible oils that are suitable for everyday cooking.

Deepika Bhan, President, Packaged Foods- India, Tata Consumer Products, said, "By entering this category, we are aiming to redefine the norms and create a positive impact on the choices consumers make for their well-being. We understand the growing demand for nourishing alternatives and aim to provide an exceptional range of edible oils that not only helps promote overall well-being but also enhance the taste of your everyday meals. This strategic launch not only reinforces Tata Consumer Products' position as a leading F&B company but also strengthens our portfolio by offering consumers nourishing options that they can trust and rely on."

Read online: https://nuffoodsspectrum.in/news/30/20200/tata-forays-into-cold-pressed-oils-category.html
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