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ITC Sunfeast launches 100% paper bag packaging

An industry-first innovation in packaging, this move establishes the brand as a trendsetter in the biscuit category

By **Shraddha Warde** | January 5, 2024



Image of Sunfeast Farmlite outer paper bag packaging

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ITC Foods has launched its new offering, Sunfeast Farmlite Digestive Biscuit Family pack in 100 per cent outer paper bag packaging. An industry-first innovation in packaging, this move establishes the brand as a trendsetter in the biscuit category.

Sunfeast Farmlite is the first brand in the industry to embrace 100 per cent outer paper packaging. The ergonomics of design aspects have been carefully curated, making the paper packaging consumer-friendly, visually appealing, and convenient. This latest innovation aligns with the brand's effort towards reducing plastic and encouraging consumers to make sustainable choices in their everyday purchases.

Today, consumers are increasingly prioritising wellness and nutrition in their purchasing decisions, and environmentally responsible brands are also increasingly sought after. Sunfeast Farmlite acknowledges this requirement, and the new packaging caters to their enlightened preferences.

This initiative aligns with ITC's Sustainability 2.0 vision, which strives to strengthen the company's multi-dimensional sustainability efforts, including creating an effective circular economy for post-consumer packaging waste.

Sunfeast Farmlite Digestive family pack with the new 100 per cent outer paper bag packaging will be available with the 800 g SKU on Flipkart. It will soon be available on other eCommerce/quick commerce platforms and supermarkets.

Read online: https://nuffoodsspectrum.in/news/12/20611/itc-sunfeast-launches-100-paper-bag-packaging.html
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