NEWS | SUPPLIER

Superplum launches new packing for lychee

The brand’s lychees are available in Bengaluru, Delhi NCR and Mumbai across multiple online channels including Zepto, Amazon Fresh, Blinkit and Otipy

By **Shraddha Warde** | June 13, 2024


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Superplum has launched its Lychee season as the Indian states of West Bengal and Bihar hit peak production. The company’s cleaned & destemmed packs are now available across multiple cities and will be available internationally soon.

Superplum’s modern supply chain is dedicated to keeping the delicious fruits fresh from the farm to the consumer, even if she is 3,000 kms away. The litchis are chilled, trimmed, cleaned, and packed directly at the farm, ensuring they retain their natural flavour, aroma, and nutritional value. By eliminating the need for sulphation-i.e., the use of sulfates to extend the shelf life of the fruit, Superplum ensures its litchis are safe to eat, pesticide-tested, and of the highest quality. As with any Superplum product, consumers can scan the QR code and view the farm their Lychees came from as well as check the farm’s pesticide test reports.

The brand’s lychees are available in Bengaluru, Delhi NCR and Mumbai across multiple online channels including Zepto, Amazon Fresh, Blinkit and Otipy. Consumers can order directly at Superplum as well on shop.superplum.com. They are also available at Star Bazaar, Spar, Lulu, Modern Bazaar and your favourite neighbourhood food stores. The company will also soon start introducing Indian Lychees in the global market.

Read online: https://nuffoodsspectrum.in/news/12/21197/superplum-launches-new-packing-for-lychee.html
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