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CURRYiT launches preservative-free ginger garlic paste

CURRYiT's Ginger Garlic Paste is made with traditional homemade techniques, akin to the old-fashioned sil batta (mortar & pestle) approach

By **Shraddha Warde** | July 29, 2024



CURRYIT

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CURRYiT, one of the most loved food startups, brings India’s first preservative-free/additive-free Ginger Garlic Paste to market. This product challenges the current offerings of incumbent brands that use many additives and preservatives in daily-use products like ginger garlic paste.

Ginger and Garlic are staples in most Indian cuisines, making ginger garlic paste very popular especially in urban areas. However, most packaged ginger garlic pastes have preservatives, additives etc added to the paste, which brings a sour, industrial aroma that is very undesirable - one of the main reasons why mothers have stayed away from using these products.

At CURRYiT, the team did a large-scale consumer survey to understand the challenges and expectations of a staple product like this. With the brand’s ethos of making clean and additive-free products, the answer was simple: introducing a preservative-free Ginger Garlic Paste for daily cooking use. With this product, CURRYiT questions bigger players' prevalent use of preservatives, providing an alternative emphasising transparency and authenticity.

CURRYiT's Ginger Garlic Paste is made with traditional homemade techniques, akin to the old-fashioned sil batta (mortar & pestle) approach. It aligns with the brand's dedication to delivering a fresh, pure, and flavorful experience that reflects the heart of Indian culinary traditions.

Read online: https://nuffoodsspectrum.in/news/11/21358/curryit-launches-preservative-free-ginger-garlic-paste.html
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