NEWS | FOOD

Wellbe Foods unveils vacuum-cooked snacks, 14 innovative products

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By **Sanjiv Das** | October 6, 2025



WellBe_New Launch

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WellBe Foods, a leading direct-to-consumer (D2C) brand from the Nimida Group, known for its clean-label snacks range, announced the launch of its newest category: vacuum-cooked snacks, aiming to redefine healthy snacking by combining health, taste and better-for-you ingredients. This launch marks another step in WellBe's commitment to delivering snacks that are 'Deliciously Good, Honestly Made, No Nasties Ever.' The product range currently includes vacuum-cooked legumes, pulses and tubers.

The new portfolio includes Peanut Chikki and Peanut Chikki Bites; Flower Murukku, Maddur Vada, and Achari Murukku; Tomato Chakli; Khara Boondi; Onion Pakoda and Onion Kodbale; Namak Para and Shakkar Para; Banana Chips and Potato chips; and Poha Chivda.

"At Wellbe, we believe healthy snacking should never mean compromise — in taste, texture or tradition," said Gaurav Manchanda, Founder and Director, Nimida Group. "By introducing our vacuum-cooked snacks and expanding into reimagined versions of traditional snacks, we're raising the bar for what snack lovers can expect: snacks that feel familiar, yet are better for you. By leveraging technology and innovation, we remain committed to setting new benchmarks in the healthy snacking market."

The brand's new snacks will be available across its existing distribution channels — online through its website and major e-commerce partners, as well as in general trade and modern retail outlets. The company aims to make these options accessible in more cities, including Tier-2 and Tier-3 markets, aligning with its mission to make clean, healthy snacking more inclusive. The expansion is also in line with the brand's aggressive distribution goal of reaching 38000+ stores (including GT, MT & SAMT formats and regional chains) across India by the end of March 2026.

Read online: https://nuffoodsspectrum.in/news/14/22768/wellbe-foods-unveils-vacuum-cooked-snacks-14-innovative-products.html

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