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BuyBuyCart expands private label portfolio with launch of B2 Premium snack range

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By **Sanjiv Das** | January 8, 2026



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BuyBuyCart, a retail supermarket chains, has announced the expansion of its private label portfolio with the launch of B2 Premium, a new range of snacks and food products. The launch marks a strategic step in strengthening BuyBuyCart’s private label presence across high-demand everyday categories.

B2 Premium is a brand that focuses on quality through its offering, a selection of snacks that are not only of the highest quality but also palatable and nutritious. Their selection consists of dry fruits, flavored makhana, crunchy chips, cookies, cakes, candies, tea and condiments and other staples that are all designed to satisfy the varying tastes and nutritional needs of today’s consumers. The products are processed and sourced to retain the natural taste and nutrients, thereby making them perfect for everyday use and even gifting.

Ashish Pandey, Director & Co-Founder of BuyBuyCart, said, “The addition of our private label to the snack categories is a significant step towards building a stronger product ecosystem. By distributing these items through our network of stores across India, the B2 Premium range is expected to reach 200–300 stores, making them even more accessible and convenient for customers. Our mission is to create reliable, high-quality products that become a part of daily consumption habits without any hassles, while strengthening the value proposition of BuyBuyCart’s franchise network nationwide.”

The B2 Premium products will be available across BuyBuyCart franchise stores, on Amazon, and via the company’s official website, ensuring wide accessibility across offline and online channels. Customers can also purchase select products through BuyBuyCart’s quick-commerce platform, “BuyBuyCart - Grocery in Minutes,” which is currently being rolled out in regions where the brand’s franchise stores are operational.

Read online: https://nuffoodsspectrum.in/news/14/23032/buybuycart-expands-private-label-portfolio-with-launch-of-b2-premium-snack-range.html
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