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WellBe Foods launches millet-based snacks

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By **Sanjiv Das** | January 23, 2026



WellBe

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WellBe Foods, a leading direct-to-consumer (D2C) brand from the Nimida Group known for its clean-label snack offerings, has announced the launch of a new category of millet-based snacks. WellBe's millet-based portfolio launches with four traditional snack favourites: Millet Nippatu, Millet Kodbale, Millet Chakli, and Millet Tengolu along with Millet Chivda. Each product blends

familiar flavours and textures with the goodness of millets, staying true to the brand's philosophy of delivering snacks that are Deliciously Good, Honestly Made, with No Nasties Ever.

The new category reimagines much-loved Indian snacks by replacing refined flour and conventional bases with a blend of rice flour and millets, making them more approachable for mainstream consumption. Central to this range is Kodo millet, an ancient, naturally gluten-free grain known for its nutritional value and digestibility.

Gaurav Manchanda, Founder and Director, WellBe Foods said, "Millets are deeply rooted in India's food culture, but their everyday adoption has been limited by the way they are traditionally cooked. At WellBe, our intent is to make millets accessible by bringing them into formats people already love. By giving familiar snacks a millet twist, we are helping consumers embrace healthier grains without compromising on taste, texture or tradition."

WellBe Foods plans to further expand its millet-led innovation pipeline. The brand is actively exploring millet-based beverages, including millet milk, as the next step in making millets a more integral part of daily diets.

Read online: https://nuffoodsspectrum.in/news/14/23072/wellbe-foods-launches-millet-based-snacks.html
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