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Britannia launches new cheeze dipped crunchy layered sandwich

Celebrates 30 Years of 50-50

By **Sanjiv Das** | February 27, 2026



Britannia

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Celebrates 30 Years of 50-50

Britannia Industries' has launched Britannia 50-50 Cheeze Dipped Crunchy Layered Sandwich. The sandwich is crafted with 22 baked layers.

Siddharth Gupta, Vice-President, Marketing, Britannia, said, “When we look at how India snacks today, it is clear that consumers are looking for more innovative and engaging ways to enjoy their favourite products. With Cheeze Dipped, we have taken the 50-50 idea beyond flavour and expressed it through texture, bringing together crunch and melt in a more premium format. As the brand continues to build on over three decades of celebrating contrast, this launch reflects our continued focus on evolving with consumer needs while strengthening our credentials in the snacking segment.”

Britannia 50-50 Cheeze Dipped Crunchy Layered Sandwich is currently available across select cities at leading retail outlets and Q-commerce platforms.

Read online: https://nuffoodsspectrum.in/news/14/23184/britannia-launches-new-cheeze-dipped-crunchy-layered-sandwich.html
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