NEWS | FOOD

Nutrica unveils peanut butter range

Available in two variants, Crunchy and Creamy, the new peanut butter range offers a healthy snacking option for everyday fitness

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


Nutrica
FITNESS
IN EVERY SPOON TO ELEVATE YOUR
EVERY DAY.
Nutrica
PRO FITNESS
CREAMY PEANUT BUTTER
Ideal for Fitness Enthusiasts
Nutrica
PRO FITNESS
CRUNCHY PEANUT BUTTER
Ideal for Fitness Enthusiasts
High Protein
Energy-Dense
Rich in Fiber
Ideal for Fitness Enthusiasts

Nutrica peanut butter

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Nutrica, a lifestyle and wellness brand by BN Agritech, has announced its foray into the peanut butter category with the launch of Nutrica Peanut Butter. The range marks the brand’s next step toward building a complete wellness portfolio that combines taste, quality, and functionality to support everyday health goals. Nutrica Peanut Butter is now available across general trade stores in 14 cities including Delhi, Mumbai, Pune and Chandigarh.

Available in two variants, Crunchy and Creamy, the new peanut butter range offers a healthy snacking option for everyday fitness, making nutrition simple and enjoyable. Both variants are high in protein, rich in fibre, made from vegetarian ingredients, and contain no artificial preservatives. The range comes in convenient PET jars of 300g, 750g, and 900g.

Sparsh Sachar, Director and Business Head – FMCG, Nutrica, said, “With every product we introduce, our aim is to make health simpler, more accessible, and enjoyable for everyone. The peanut butter range embodies our belief that nutritious food can be delicious too. We want to make healthy choices easy and exciting for consumers, not something they have to compromise for. This launch is another step toward creating a wellness brand that fits naturally into modern lifestyles.”

Read online: https://nuffoodsspectrum.in/news/14/23281/nutrica-unveils-peanut-butter-range.html
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