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# Too Yumm! launches Korean Karare

The snack is not fried and made with 100 per cent rice brain oil

By **Sanjiv Das** | April 13, 2026




Korean Karare

> WordPress post #39665

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Too Yumm!, snacking brands under the RP–Sanjiv Goenka Group, has launched Korean Karare. The snack is not fried and made with 100 per cent rice brain oil.

Yogesh Tewari, Chief Marketing Officer, Too Yumm!, added, “India’s snacking landscape is being shaped by cultural crossovers. Consumers are discovering flavours through content and engagement today is driven as much by relevance as by reach. For us, that means moving beyond product launches to building cultural moments that can travel. Korean Karare is a natural extension of that thinking, where we tap into a global conversation but localise it in a way that feels intuitive to Indian consumers.”

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Read online: https://nuffoodsspectrum.in/news/14/23329/too-yumm-launches-korean-karare.html
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