



48th Flavi Updates

Flavi Dairy Solutions' Monthly Newsletter

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Amul emerges as the leading Indian food brand, followed by Mother Dairy

- ❖ Amul retained its position as India's top food brand, with a brand valuation of approximately USD 4.1 billion.
- ❖ According to Brand Finance's India Food Top100 report (2025), Amul continues to lead the pack, drawing strength from its historic cooperative model, expansive distribution, and wide-ranging product portfolio—from milk and butter to cheese, ice-cream, and beyond.
- ❖ Mother Dairy has surged to the second position nationally, valued at around USD 1.15 billion, up from third place the previous year. Meanwhile, Karnataka Milk Federation's flagship brand, Nandini, continues its steady ascent—holding the fourth spot and FMCG major Dabur at fifth position.



Amit Shah launches new dairy federation and salt co-operative in Gujarat

- ❖ Amit Shah, Union Minister of Home and Cooperation launched the Sardar Patel Cooperative Dairy Federation Limited, a nationwide multi-state cooperative modelled on the Amul structure, during a flagship event in Anand, Gujarat, commemorating four years of the Ministry of Cooperation and the 150th birth anniversary of Sardar Vallabhbhai Patel. The multi-state Federation aims to establish a system of organised milk procurement, fair pricing and circular economy in the dairy sector.

- ❖ The Sardar Patel Cooperative Dairy Federation will work to complete a cycle of organised market, input services, fair purchase of milk, difference in price and circular economy in the dairy sector.
- ❖ Alongside the dairy federation, Shah announced the launch of a Kutch District Salt Cooperative Society will benefit salt workers and grown in to strong cooperative movement, and added that profits from salt production will now go to those who work in the fields.

Consumption sugar and edible oil declines as fitness campaigns gain popularity

- ❖ In recent months, India has witnessed a notable decline in the consumption of edible oils and sugar as fitness awareness spreads across the nation. In India, the per capita annual consumption of edible oil is 18 kg and that of sugar is 20 kg.
- ❖ Although exact figures from The Hindu Businessline remain under embargo, multiple reports indicate that a combination of wellness campaigns, government-led messaging, and corporate-led lifestyle drives are significantly denting demand for these traditionally high-calorie staples.
- ❖ This shift is further reinforced by Prime Minister Narendra Modi's national call to reduce edible oil intake by 10%, supported by ten fitness icons appointed to champion the cause—a campaign that underscores the growing prioritization of dietary moderation in public discourse.
- ❖ At the school level, the Central Board of Secondary Education (CBSE) has introduced innovative "oil boards" to visually educate students on the fat content of popular snacks, complementing similar "sugar boards" already in place.
- ❖ These measures reflect a broader, system-wide effort to reshape eating behaviours through visual nudges and education.

- ❖ For businesses operating in food, wellness, or consumer goods, this behavioural transition offers both a challenge and an opportunity. The downward trend in traditional sugar and oil usage suggests shifting consumer preferences away from unhealthy or indulgent offerings.
- ❖ Brands positioned with health-conscious product lines—such as low-fat snacks, natural sweeteners, or refined cooking aids—are likely to gain traction among increasingly informed buyers. As consumers adopt more proactive dietary habits, investments in marketing that emphasize low-calorie, clean-label ingredients and fitness-driven lifestyles could yield strong engagement and brand loyalty.



Women now lead 1 in 3 Gujarat Dairy Cooperatives

- ❖ Over the five years from 2020 to 2025, Gujarat has witnessed a significant transformation in its dairy cooperative sector: approximately 1 in every 3 dairy cooperatives is now led by women, reflecting a 21% increase in women-led societies—from 3,764 to 4,562. With women comprising nearly 32% of the state's 36 lakh dairy producer members, or around 12 lakh women producers, their presence has steadily expanded at both grassroots and institutional levels. At the governance tier, women now occupy 25% of milk union board positions, translating to 82 directors actively shaping policy and strategic direction.
- ❖ This growing inclusion has translated into measurable economic gains: milk procurement by women-led cooperatives surged by 39%, up from 41 lakh litres per day in 2020 to 57 lakh litres per day in 2025—now accounting for roughly 26% of Gujarat's total milk collection.

- ❖ Concurrently, their annual revenue grew by 43%, crossing the ₹9,000 crore mark in 2025, up from ₹6,310 crore in 2020, with daily earnings rising from ₹17 crore to ₹25 crore.
- ❖ As the dairy cooperative ecosystem deepens its commitment to inclusive governance, the number of women in village-level management committees has grown by 14%, from 70,200 to 80,000 members. These women are increasingly engaged in critical roles such as operations management, policy oversight, and decision-making, indicating that their influence extends well beyond participation to leadership across all levels of the cooperative structure.
- ❖ This upward trajectory underscores Gujarat's cooperative model as a compelling example of gender-responsive rural development, where women aren't just stakeholders—they are agents of economic and institutional change.

Manish Tiwary Takes Charge of Nestlé India on August 1, 2025

- ❖ On August 1, 2025, Manish Tiwary officially takes the reins as Chairman and Managing Director of Nestlé India, succeeding Suresh Narayanan, who steps down on July 31 after a transformative decade at the helm.
- ❖ Tiwary—formerly Amazon India's Country Manager and previously at Unilever—has been in transition as Managing Director Designate since February 2025 and as a key board member since April. His elevation marks the beginning of a new leadership chapter for an FMCG powerhouse with ₹2.33 lakh crore market cap and annual revenues exceeding ₹20,000 crore, firmly entrenched in the Indian consumer psyche with brands like Maggi, Nescafé, and KitKat.



- ❖ Tiwary steps into the role with a clear mandate: steer digital transformation, explore emerging consumer categories, and capitalize on shifting food habits in India's rapid-growth market.
- ❖ His appointment follows Suresh Narayanan's exceptional tenure, during which Nestlé India successfully navigated crises—including the 2015 Maggi noodle ban—regained over 60% market share within months, and achieved consistent double-digit CAGR growth.
- ❖ Under Narayanan's leadership, innovation flourished—with over 150 new product launches contributing 7% to sales and a premium segment accounting for 12% of the portfolio. The baton now passes to Tiwary to lead Nestlé India's next chapter—fueled by digital adoption, sustained innovation, and expanded consumer trust.

Lactalis embarks on a health-focused overhaul of Yoplait and Go-Gurt

- ❖ Lactalis has announced plans to review the formulations of brands including Yoplait and Go-Gurt in response to 'Make America Healthy Movement' calls from U.S. Health Secretary Robert F. Kennedy Jr. for reduced sugar and elimination of artificial ingredients.
- ❖ Within the first 30 days, Lactalis USA will convene its development teams to assess opportunities for reformulation and ingredient optimization, signaling a new era of wellness orientation for these established yogurt lines.
- ❖ The acquisition has forged a new Midwest Yogurt division and set a strategic growth trajectory for Lactalis in the U.S. market.
- ❖ With the addition of roughly 1,000 employees and production facilities in Reed City, Michigan and Murfreesboro, Tennessee, Lactalis now manages America's yogurt operations under a dual-division model: Midwest Yogurt in Minneapolis and Lactalis US Yogurt, which already includes brands like Siggi's and Stonyfield Organic.

- ❖ This move strengthens Lactalis' status as a major U.S. yogurt player, positioning it behind only Danone in market share. As Yoplait's legacy presence merges with emerging trends like high-protein and clean-label formats, the company is poised to reinvigorate its portfolio with both heritage appeal and health-conscious innovation.

India's first bagless tea patent is granted by Assam's Woolah Tea

- ❖ In a landmark moment for Indian innovation and sustainability, Sibsagar district -based Woolah Tea—has been granted a 20-year patent for its pioneering bagless tea technology, officially titled “Compressed True Whole Leaf Tea Dips and Method Thereof.” This world-first method replaces conventional plastic-based teabags with compressed bundles of whole Assam tea leaves tied with a natural string, ensuring steeping convenience without releasing microplastics into the cup—offering a fully compostable, zero-waste brewing experience.
- ❖ Woolah's tea is made from a compressed bundle of eti koli duti paat (one bud and two leaves), bound by a natural string —eliminating the need for conventional tea bags. Born from a vision to honor organic tea-farming traditions and environmental responsibility, Woolah Tea's innovation not only elevates Assam's famed tea legacy but positions the brand as a leader in sustainable beverage technology.



Indian basmati rice is among the safest, while US rice has the highest levels of arsenic

- ❖ A new report has sounded the alarm on elevated levels of inorganic arsenic in rice produced in the United States, while highlighting Indian basmati rice as among the safest options for consumption. Researchers found that rice grown in California (white rice), Thailand (jasmine rice), and India (basmati rice) tended to contain around 28 times less arsenic compared with rice from the U.S., especially from southern states like Arkansas and Louisiana, where past pesticide use contributes to higher contamination.
- ❖ This concern is particularly acute for vulnerable groups such as infants, young children, and pregnant women, since long-term exposure to inorganic arsenic has been linked to serious health outcomes including cancer, cardiovascular disease, and impaired neurological development. Experts recommend diversifying grain consumption, incorporating methods like thorough rinsing and using excess water when cooking, and favoring lower-arsenic rice varieties such as Indian basmati to reduce overall exposure.

SIG introduces the world's first aseptic 1-liter carton pack

- ❖ SIG has unveiled a true industry first: the one-litre multiserve aseptic carton made from its TerraAlu-free + Full Barrier material, entirely without any aluminium layer. This breakthrough offers the same level of full barrier protection—shielding sensitive products from oxygen, light, moisture, and aroma—for shelf lives of up to 12 months, with no compromise on performance.
- ❖ What makes this innovation especially significant is its sustainability credentials. By excluding the aluminium, SIG reduces the carbon footprint of its standard cartons by up to 61% when forest-based polymers are used, and by around 29% in real-world trials such as Aldi Germany's Rio d'oro grape juice launch.

- ❖ With over 80% paper content, the design simplifies material complexity—from three layers to just two—making recycling easier and more resource-efficient. Moreover, the new packaging works seamlessly on existing SIG filling lines—including high-speed equipment capable of producing up to 24,000 small-size packs or 15,000 multi-serve cartons per hour—with only minor, low-cost adjustments needed.



- ❖ For brand owners and producers, this plug-and-play approach enables rapid adoption of a more sustainable packaging format without disrupting current operations

PepsiCo Launches First-Ever Prebiotic Cola

- ❖ PepsiCo has officially unveiled Pepsi Prebiotic Cola—the first-ever prebiotic cola within the traditional cola category. Featuring just 5 g of cane sugar, 30 calories, and 3 g of prebiotic fiber per 12-oz can, this new beverage offers consumers a modern wellness twist while preserving the iconic Pepsi taste—without any artificial sweeteners.
- ❖ Available in both Original Cola and Cherry Vanilla flavors, it will be launched in single cans for trial and 8-packs of 12-oz cans. Initial online sales are planned for fall 2025, followed by broader retail availability in early 2026.
- ❖ This launch comes on the heels of PepsiCo's acquisition of Poppi, a leading prebiotic soda brand, for \$1.95 billion earlier in 2025.

❖ While Poppi will continue operating independently, Pepsi Prebiotic Cola marks a major innovation within the flagship Pepsi brand—bringing functional beverages to mainstream cola drinkers. Compared to Poppi’s offerings, Pepsi’s version offers a more traditional soda profile—stronger carbonation, familiar flavor, and no vinegar tang—making it an attractive option for consumers looking for gut-friendly ingredients without sacrificing classic soda enjoyment.



- ❖ In the context of market trends, Pepsi Prebiotic Cola represents the brand’s first significant reformulation in two decades.
- ❖ It aligns with growing customer demand for better-for-you beverages and addresses declining traditional soda consumption by positioning Pepsi at the forefront of functional beverage innovation.
- ❖ With social media buzzing and media reviews praising both the design and taste, this launch is poised to reshape expectations from a mainstream cola brand.

Rise of regional flavours in Tier 2& 3 cities

- ❖ A quiet revolution is reshaping the beverage landscape across Tier 2 and Tier 3 cities of Bharat. Consumers in places like Rajkot, Bhopal, and smaller towns are increasingly turning to ethnic drinks—zero-limit cola brands—and opting instead for locally beloved flavors such as masala sodas, aam panna, nimboo pani, jeera soda, and masala buttermilk.
- ❖ These choices are more than about taste—they’re part of an emerging cultural expression. As one consumer suitably shared: “If it sounds like us and tastes like home, why wouldn’t we choose it?”

- ❖ Driving this demand are regional startups and local beverage brands that expertly blend heritage with modern aesthetics and retail strategies. With strong trade margins, authentic branding, and targeted grassroots outreach, these players are outperforming legacy names in local markets.
- ❖ Their success is further amplified via quick-commerce platforms and local influencer partnerships—making traditional flavors accessible even outside their original geography.
- ❖ Recognizing this shift, major national players like Coca-Cola, PepsiCo, Parle Agro, and Bisleri are now launching regionally inspired drinks to tap into Bharat's culturally rooted preferences.

Rebel Foods explores stake sale in premium chocolate brand Smoor

- ❖ In a strategic shift, Rebel Foods—the cloud-kitchen powerhouse behind brands like Faasos and Behrouz Biryani—is exploring a sale of its majority stake (around 57%) in the premium chocolate and dessert brand Smoor.
- ❖ Rebel Foods initially acquired the stake in April 2022, valuing Smoor at approximately USD 50 million, with ambitious plans to grow it to USD 100 million in revenue by 2026. Since then, however, Smoor's headline growth targets have proven elusive: for FY 24, the brand recorded revenues of ₹149 crore but also widened net losses to ₹19 crore, up from ₹17 crore in FY 23 and ₹10 crore in FY 22.
- ❖ This move comes amid broader operational restructuring at Rebel Foods, including office closures in Gurugram and Bengaluru to consolidate operations in Mumbai and streamline decision-making. With a likely initial public offering on the horizon and fresh funding from investors like Temasek and KKR reshaping its capital structure, Rebel Foods appears intent on sharpening its brand portfolio—letting go of underperforming assets while doubling down on core growth engines for a cleaner path to public markets.

CBIC and FSSAI integrate digital Clearance systems

- ❖ In a significant leap for import regulation and food safety in India, the Central Board of Indirect Taxes and Customs (CBIC) and the Food Safety and Standards Authority of India (FSSAI) have seamlessly integrated their digital systems via the SWIFT module and the ICEGATE portal.
- ❖ This integration—now live at 84 points of entry across the country—enables food importers to submit required documentation through a single electronic interface, even at locations where FSSAI officials are not physically posted.
- ❖ This streamlining is part of India's broader push for "Single Window Interface for Facilitating Trade" (SWIFT), aligning regulatory protocols and slashing dwell times.
- ❖ Under the new arrangement, the Food Import Clearance System (FICS) of FSSAI is directly connected to CBIC's ICEGATE platform via Single Sign-On (SSO).
- ❖ Importers now lodge their food declarations online—an 'Integrated Declaration' replaces multiple form submissions—followed by automated risk assessment and clearance routing.
- ❖ The streamlined process reduces touchpoints, enhances compliance transparency, and accelerates clearance timelines, thereby giving businesses both efficiency and confidence in cross-border trade.
- ❖ For enterprises handling food imports, this unified digital framework represents a major operational upgrade. By harmonizing customs and food safety clearances, it cuts down paperwork, expedites release, and minimizes regulatory friction—supporting smoother market access and reinforcing public health protections.
- ❖ Expect faster turnarounds, fewer physical interactions, and improved traceability across the supply chain—a win for trade facilitation and food-safety enforcement alike.

Adulterated paneer sold to Delhi-NCR restaurants and vendors

- ❖ In a disturbing bust, Noida Police recently uncovered a large-scale racket that had been supplying over 1,400 kg of adulterated paneer to Delhi and NCR eateries and street vendors over a period of six months. Operatives from Aligarh, working under handlers based in Faridabad, manufactured the fake paneer using a blue chemical compound (yet unidentified) added to curdle the mixture into paneer-like blocks. A truck carrying the adulterated product was intercepted in Sector 63, Noida, where the police detained multiple individuals including daily wage workers—and recovered both the finished fake paneer and raw materials used in its production.
- ❖ The seized paneer was reportedly sold at prices ranging from ₹180 to ₹220 per kilogram, undercutting legitimate suppliers and posing serious health risks due to its chemical makeup. This event follows broader food safety concerns in Noida—where a government food-safety drive in April found that nearly 60 percent of tested food samples, including 15 paneer samples, failed quality standards—with several deemed unsafe for consumption. Authorities say the fake paneer crisis highlights systemic gaps in inspection and enforcement, and they have pledged stricter monitoring going forward.

Centre Pushes Mandatory Registration for Vegetable Oil Units

- ❖ In a significant regulatory development, the central government has proposed amending the 2011 Vegetable Oil Products, Production and Availability (Regulation) Order to mandate registration for all vegetable-oil producers and sellers, including solvent-extraction and modern refining units. Under this new framework, every entity will be required to register with the Directorate of Sugar and Vegetable Oils (DVSO), and submit monthly reports detailing stock held, and quantities produced and sold in the previous month.

- ❖ Additionally, fortnightly declarations on oil received and usage will be mandatory. The DVSO would also gain authority to set upper and lower usage limits for any vegetable-oil product category. While the move aims to bring greater transparency and better monitoring into India's edible-oil supply chain, it has sparked concern among smaller producers. India houses over 15,000 oil mills and more than 250 vanaspati manufacturers, many operating at micro-scale.
- ❖ Industry representatives warn that mandatory registration and frequent reporting could lead to bureaucratic bottlenecks, reminiscent of past "license-raj" scenarios. Production may become more cumbersome for operators processing groundnut, rapeseed or operating on sub-2 MT/day capacity, affecting both compliance costs and agility in operations

Food Square appoints Bhavna Singh as CMO

- ❖ Premium grocery brand Food Square has appointed Bhavana Singh as its new Chief Marketing Officer, as the company embarks on a pivotal phase of national expansion. Having built its brand identity and shopper experience around thoughtful curation and global flavours, Food Square is growing from two flagship stores in Mumbai to multiple locations across India this year. Singh brings over 15 years of marketing leadership in India and the U.S., with a rich track record spanning fashion, wellness, lifestyle, and food sectors.
- ❖ Her most recent role was at Bombay Shirt Company, where she developed the marketing strategy from scratch—establishing an in-house creative team and using compelling content to boost both visibility and sales.
- ❖ "There's something magical about stumbling upon an ingredient you didn't know you needed. Great grocery shopping should spark ideas, not just fill a list. That's what I want Food Square to deliver: exciting, accessible finds that turn everyday meals into something special," said Bhavana Singh, Chief Marketing Officer, Food Square.

Nestlé launches high-protein Milo Pro

- ❖ Nestlé has unveiled Milo Pro, a high-protein beverage, specifically tailored for active teenagers and young adults in Southeast Asia. Launched in Indonesia in July 2025, Milo Pro offers three times more protein than traditional Milo drinks, making it a convenient nutritional solution for on-the-go consumption—available both as a ready-to-drink format and in easy-to-mix powdered form.
- ❖ The introduction of Milo Pro comes in response to heightened health and fitness awareness among youth in the region. According to Nestlé, about 57% of teenagers in Southeast Asia are seeking to increase their protein intake, yet many fall short of recommended daily nutritional levels. Serena Aboutboul, Senior Vice-President and Head of Nutrition Business at Nestlé, emphasized that this launch is designed to bridge that gap—offering a tasty, convenient way for adolescents to meet daily protein needs while supporting growth, muscle repair, and energy for sports and study.
- ❖ Building on Milo's long-standing heritage in youth sports, Nestlé is pairing the product launch with targeted regional campaigns involving sports influencers and community programmes to raise awareness about the importance of protein in active lifestyles. With plans to expand Milo Pro across Southeast Asian markets in 2026, this strategic move reflects Nestlé's broader focus on localized innovation and health-centered development of beverages for young consumers.



McDonald's Propels Healthy Eating with New 'Protein Plus Slice' in Collaboration with CSIR-CFTRI

- ❖ In a noteworthy stride towards promoting healthier eating options, McDonald's India has partnered with the Council of Scientific and Industrial Research – Central Food Technological Research Institute (CSIR-CFTRI) to introduce a new, nutrient-enriched 'Protein Plus Slice.'
- ❖ This innovative product is designed to meet the evolving nutritional demands of Indian consumers, offering an enhanced protein profile without compromising on taste.
- ❖ The Protein Plus Slice has been scientifically developed by CFTRI to ensure it aligns with food safety standards and provides a balanced addition to McDonald's menu, particularly targeting young adults and fitness-conscious individuals.
- ❖ This collaboration signifies a successful model of industry–research synergy, wherein CFTRI's scientific expertise has enabled McDonald's to offer a product that not only satisfies consumer preferences but also contributes to better nutrition.
- ❖ The Protein Plus Slice is made from 100% vegetarian ingredients, including soy and pea protein, and contains no artificial colours or flavours. It is free from onion and garlic. It tailored for inclusion in burgers and sandwiches served at McDonald's outlets across the country. As the food industry increasingly shifts toward health-forward innovations, this launch reflects CFTRI's commitment to translating food science into real-world, consumer-centric solutions.



Pestalotiopsis microspore-plastic eating fungus

- ❖ A groundbreaking breakthrough in the fight against plastic pollution has emerged from surprising new research: scientists have discovered a remarkable fungus (*Pestalotiopsis microspora*) deep in the Amazon rainforest that could help to solve one of the world's most pressing environmental problems: plastic pollution. *Pestalotiopsis microspora*—a fungus that can naturally degrade polyurethane plastics. What makes this fungus extraordinary is its ability to thrive solely on polyurethane as its carbon source—even in anaerobic environments such as deep landfills, where oxygen is scarce. Early studies indicate it produces specific enzymes (like serine hydrolases and PETase) capable of breaking the polymer bonds in synthetic plastics, holding potential as a powerful tool for bioremediation.
- ❖ This natural plastic-eater offers a glimmer of hope in our ongoing battle against global plastic pollution by enabling biologically based breakdown of materials traditionally considered non-degradable. Its resilience in oxygen-deprived environments gives it a distinct advantage for in-situ waste treatment. While the discovery is still in preliminary stages, it paves the way for further R&D into eco-friendly and scalable solutions for plastic waste management.

