



# 44<sup>th</sup> Flavi Updates

## Flavi Dairy Solutions' Monthly Newsletter

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## **FSSAI to Release New Pesticide Residue Norms in Spices and Other Foods**

- ❖ The Food Safety and Standards Authority of India (FSSAI) is set to introduce fresh regulations on permissible pesticide residue levels in spices and other food commodities. The move comes in response to rising concerns over contamination and food safety. As India is one of the largest producers and exporters of spices, stringent guidelines will help in maintaining global quality standards and ensuring consumer well-being. The new norms will aim at harmonizing Indian standards with international benchmarks, minimizing health risks, and promoting sustainable agricultural practices.
- ❖ By implementing these regulations, FSSAI seeks to enhance transparency in food safety monitoring and build consumer confidence. Regular surveillance, testing, and compliance measures will be strengthened to ensure adherence across the food supply chain. Industry stakeholders, including farmers, food processors, and exporters, will need to adapt to the revised safety parameters, fostering a more robust regulatory environment in the food sector.
- ❖ These new measures are expected to bring significant changes to the way spices are grown, processed, and marketed both domestically and internationally. With increased consumer awareness and a growing preference for safer, chemical-free food products, these norms will provide an opportunity for businesses to realign their practices and invest in sustainable agricultural methods.

## **Cabinet Approves Revised National Program for Dairy Development**

- ❖ The Indian government has approved the revised National Program for Dairy Development (NPDD), aimed at strengthening the dairy sector through infrastructure enhancement and farmer support. This initiative is expected to boost milk production, improve quality standards, and enhance market accessibility for dairy farmers.

- ❖ Under the revised program, financial assistance will be provided for modernizing dairy plants, setting up bulk milk coolers, and strengthening milk testing facilities. The focus is on increasing efficiency in milk procurement and processing, thereby improving overall productivity and profitability in the dairy industry.
- ❖ With India being one of the largest milk producers in the world, this move will further solidify its position in the global dairy sector. The NPDD is a crucial step toward ensuring sustainable dairy farming practices and enhancing the livelihoods of millions of dairy farmers across the country.

## Food Processing Ministry to Fund 100 New Food Testing Labs

- ❖ In a bid to enhance food safety and quality control, India's Food Processing Ministry has announced financial support for the establishment of 100 new food testing laboratories. These labs will play a crucial role in ensuring compliance with food safety regulations and improving consumer trust in processed food products.
- ❖ The initiative aims to strengthen food quality assessment mechanisms by equipping labs with advanced testing technologies. This will help in detecting contaminants, ensuring regulatory compliance, and facilitating exports by meeting international safety standards.
- ❖ With the rising demand for processed and packaged foods, the expansion of food testing infrastructure is a timely intervention. This move is expected to support manufacturers in maintaining high-quality standards while fostering a safer and more transparent food supply chain in India.



## FSSAI Intensifies Food Safety Checks on Dairy Analogues

- ❖ The Food Safety and Standards Authority of India (FSSAI) has directed state authorities to ramp up inspections on dairy analogues to prevent misleading labeling and ensure consumer safety. Dairy analogues, which resemble milk-based products but contain plant-based ingredients, have been gaining popularity. However, concerns over misrepresentation and quality standards have prompted stricter regulatory action.
- ❖ The initiative will focus on verifying product compositions, enforcing accurate labeling, and ensuring that non-dairy products do not falsely claim to be dairy-based. As the plant-based food market expands, clear differentiation between dairy and non-dairy alternatives is crucial to maintaining transparency and consumer trust.

## Understanding Dairy Analogues and the Importance of Proper Labeling

- ❖ Dairy analogues are products designed to resemble traditional dairy items like paneer and cheese but are made using non-dairy ingredients or a mix of dairy and non-dairy components. These products are legally allowed as per FSSAI regulations, but the key rule is that they must be clearly labeled as "Analogue."

### **The Issue Of Mislabeling**

- ❖ Many manufacturers and restaurants are misleading customers by selling dairy analogues as real paneer or cheese. For example:
  - ✓ Some businesses package and sell analogue products as "paneer" or "cheese" without disclosing that they are not real dairy.
  - ✓ Many restaurants use analogues in dishes like "Paneer Butter Masala" or "Cheese Butter Masala," even though the ingredient used is not actual paneer or cheese but a dairy analogue.

This misguidance is unfair to consumers who believe they are purchasing or consuming genuine dairy products.

### **Why Proper Labeling Matters**

- ❖ FSSAI mandates that if a product is a dairy analogue, it must be labeled as such. This helps consumers make informed choices and protects them from being misled. Proper labeling ensures:
  - ✓ Transparency about the ingredients used.
  - ✓ Fair competition in the market.
  - ✓ Awareness for consumers regarding what they are eating.

### **Call for Awareness**

Consumers should always check the labels before buying paneer or cheese to ensure they are getting the right product. Restaurants and food businesses must also be responsible and clearly mention if they are using dairy analogues in their dishes. Regulatory authorities and consumers need to stay vigilant to prevent misleading practices in the food industry.

- ❖ Dairy analogues must be labeled correctly and never be misrepresented as real paneer or cheese. Strict enforcement of FSSAI regulations and consumer awareness are essential to prevent deception and ensure transparency in the food industry. Everyone—manufacturers, restaurants, and consumers—must take responsibility to uphold food integrity and safeguard consumer rights.

### **Import Duty Hike on Edible Oils Fails to Boost Domestic Oilseed Prices**

- ❖ Despite the Indian government's move to hike import duties on edible oils, domestic oilseed prices have remained sluggish. The increase in tariffs was intended to support local farmers and encourage domestic oil production, but market dynamics have not responded as expected. Factors such as global supply chain shifts and fluctuating demand have kept local prices stable.



- ❖ Industry experts believe that long-term solutions such as increasing oilseed productivity, enhancing processing infrastructure, and promoting sustainable farming practices are necessary to strengthen India's edible oil sector. Simply raising import duties may not be enough to drive significant price changes without parallel efforts to improve domestic production capabilities.
- ❖ With India being one of the largest importers of edible oils, balancing self-sufficiency and affordability remains a challenge. The government may need to explore additional policy measures to ensure a steady supply of oilseeds while protecting farmers' interests. Until then, the edible oil market will continue to be influenced by global trends and international trade policies.



## FSSAI to Launch Nationwide Food Safety Survey

- ❖ FSSAI has announced a nationwide food safety survey to assess compliance and identify gaps in food quality. This large-scale initiative will involve extensive sampling and testing across multiple states, aiming to uphold food safety standards and address concerns like adulteration and contamination. With increasing complexities in food supply chains, this proactive approach will enhance regulatory enforcement and boost consumer trust.
- ❖ By focusing on high-risk food categories and engaging key stakeholders, the survey will strengthen India's food safety framework. It will provide valuable insights into emerging risks, guiding policy improvements to better protect public health while ensuring continuous advancements in the food industry.

## Scientists Develop Breakthrough Plastic Recycling Method

- ❖ Researchers at Northwestern University have developed an innovative method to break down polyethylene terephthalate (PET), a common and inexpensive plastic, using ambient air and a molybdenum-based catalyst. This process converts PET into terephthalic acid (TPA), a valuable precursor for producing polyesters, achieving a 94% conversion rate within four hours.

### Understanding the Recycling Process:

1. **Catalyst Application:** PET is combined with a molybdenum catalyst and activated carbon.
  2. **Heating:** The mixture is heated, causing the plastic's chemical bonds to break down.
  3. **Exposure to Air:** Upon exposure to ambient air, the degraded plastic transforms into TPA and acetaldehyde, both of which are valuable industrial chemicals.
- ❖ This breakthrough offers a promising solution to the global plastic waste crisis, paving the way for large-scale adoption in industries such as packaging, manufacturing, and consumer goods. As sustainability gains momentum, innovations like these are set to redefine waste management strategies worldwide.
  - ❖ This method is notable for its simplicity, cost-effectiveness, and minimal environmental impact, as it utilizes moisture from the air instead of harmful solvents.



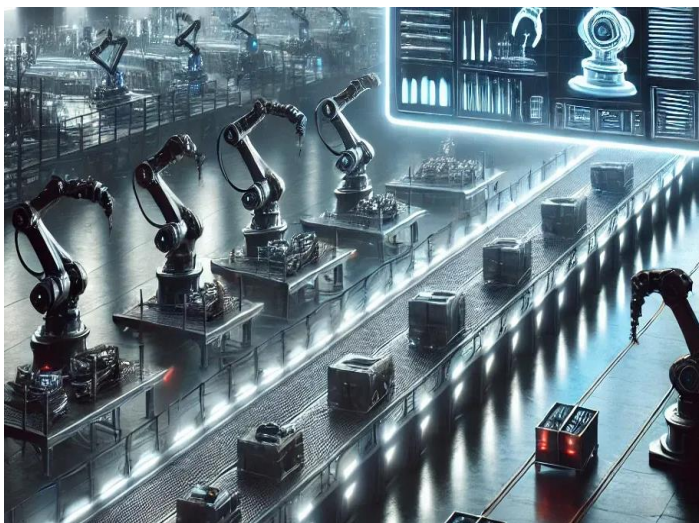


## AI Transforming the Food Industry with Smart Innovations

- ❖ Artificial intelligence (AI) is rapidly reshaping the food industry, driving efficiencies and innovation across supply chains, product development, and consumer experiences. AI-powered tools are now being used for food safety monitoring, personalized nutrition, and automated cooking solutions.
- ❖ Major food brands are leveraging AI to optimize production processes, predict consumer trends, and reduce food waste. From AI-driven recipe development to smart inventory management, these advancements are enhancing industry-wide productivity.
- ❖ As AI continues to evolve, its impact on the food sector will only expand, making operations more efficient and consumer experiences more tailored. Companies investing in AI are set to lead the next wave of transformation in the global food market.

## China's 'Dark Factory' Highlights Future of AI Automation

- ❖ A Chinese manufacturing facility has showcased the potential of full automation, operating without human workers, lunch breaks, or labor laws. Dubbed a "dark factory," this AI-powered facility is capable of running 24/7, significantly improving production efficiency while reducing operational costs. This advancement signals a major shift in the global manufacturing landscape, raising questions about the future of human employment.





- ❖ With major companies like Xiaomi investing in AI-driven automation, the trend of replacing human workers with machines is accelerating. While these factories promise increased precision and efficiency, they also pose challenges related to job losses and economic displacement. Governments and industries will need to strike a balance between technological progress and workforce sustainability.
- ❖ As automation continues to evolve, businesses worldwide must adapt to the changing dynamics of production. While the benefits of cost reduction and efficiency are undeniable, the social implications of mass unemployment remain a critical concern. The rise of AI-powered factories will redefine traditional manufacturing, demanding proactive measures to ensure a smooth transition for workers.

## Extracting Drinking Water from Air – A Breakthrough in Hydration

- ❖ The advent of atmospheric water generators has revolutionized the way drinking water can be sourced, making it possible to extract clean water directly from the air. This cutting-edge technology employs sophisticated filtration and condensation techniques to generate potable water even in the driest conditions. Developed in the US, this breakthrough solution has the potential to alleviate water scarcity concerns worldwide, particularly in regions facing acute shortages. By utilizing natural humidity and transforming it into safe drinking water, this innovation offers a sustainable and scalable alternative to traditional water sources.
- ❖ With climate change intensifying global water crises, the integration of this technology into water conservation efforts is gaining traction. Governments, industries, and humanitarian organizations are exploring ways to implement atmospheric water generators in rural communities, disaster-stricken areas, and urban settings. As research progresses, advancements in energy efficiency and cost reduction will further enhance the accessibility and feasibility of this solution, potentially redefining the future of water management on a global scale.

## Coca-Cola Bottler SLMG to Invest \$1 Billion in Expansion

- ❖ Lucknow-based SLMG Beverages Pvt. Ltd, the bottling partner of Coca-Cola, has announced a massive \$1 billion investment plan to expand its production capacity across Uttar Pradesh and Bihar. This move will significantly boost the region's beverage manufacturing capabilities while creating new employment opportunities.
- ❖ The investment will focus on building new bottling plants, upgrading infrastructure, and enhancing distribution networks to meet the increasing demand for Coca-Cola products. This expansion reflects the company's commitment to strengthening its presence in India's fast-growing beverage market.
- ❖ With this ambitious initiative, SLMG aims to improve supply chain efficiency and cater to the evolving preferences of consumers. As the demand for soft drinks and packaged beverages continues to grow, this investment will reinforce Coca-Cola's dominance in the Indian market.



## Coca-Cola Sells North Gujarat Bottling Operations for ₹2,000 Crore

- ❖ Coca-Cola sells its North Gujarat bottling operations to Kandhari Global Beverages in a landmark deal worth ₹2,000 crore. This strategic move aligns with the company's asset-light approach, allowing it to focus on brand management and marketing rather than bottling operations. By transferring ownership to a local bottling partner, Coca-Cola aims to enhance operational efficiency and improve regional market penetration.

- ❖ With growing competition in the Indian beverage market, the company is focusing on innovation and expanding its product range while outsourcing manufacturing to experienced regional partners.

## Mother Dairy Expands Portfolio, Eyes ₹17,000 Crore Revenue

- ❖ Mother Dairy has announced plans to expand its product portfolio while targeting an ambitious revenue of ₹17,000 crore. The company, under the leadership of Managing Director Manish Bandlish, has secured board approval for investments exceeding ₹1,000 crore as part of its long-term growth strategy for the next four to five years. With a growing demand for dairy-based products, the company is set to introduce new offerings across multiple categories like jeera raita and new ice cream flavors.
- ❖ The expansion will include new dairy beverages, frozen desserts, and value-added milk products. By diversifying its range, Mother Dairy aims to cater to evolving consumer preferences and strengthen its market presence.
- ❖ As competition in the dairy sector intensifies, the company's strategic expansion will help it retain a strong position. With a focus on quality and innovation, Mother Dairy is well-positioned to capitalize on India's rising demand for dairy products. With dairy contributing around 70% of its total revenue and last year's summer categories witnessing a 35-40% volume increase, the company is well-positioned to sustain its growth momentum in 2024-25.



## BL Agro Launches ₹1,000 Crore Dairy Breeding Project in Bareilly

- ❖ BL Agro, a leading Indian agribusiness company, has announced a massive ₹1,000 crore investment in a dairy breeding project in Bareilly. This initiative aims to enhance milk production and quality by implementing advanced breeding techniques and superior cattle genetics. By leveraging cutting-edge technology, BL Agro seeks to strengthen India's dairy sector and support rural farmers with better livestock.
- ❖ The project will focus on establishing high-yielding dairy breeds, improving animal nutrition, and ensuring better veterinary care. Through partnerships with experts in dairy genetics and nutrition, BL Agro aims to create a sustainable dairy ecosystem that benefits both farmers and consumers. This move aligns with India's growing demand for high-quality dairy products and the need for self-sufficiency in milk production.

## Assam's Purabi Dairy Partners with NDDB to Double Output

- ❖ Purabi Dairy, a leading dairy brand in Assam, has partnered with the National Dairy Development Board (NDDB) to double its milk production capacity from 1.5 lakh liters per day (LLPD) to 3 LLPD. This collaboration aims to enhance dairy farming infrastructure, improve milk quality, and boost rural livelihoods in the region.
- ❖ By working closely with NDDB, Purabi Dairy is strengthening its supply chain to meet the rising demand for dairy products in the Northeast. The initiative also aligns with India's vision of self-sufficiency in dairy production.





- ❖ This partnership is expected to transform Assam's dairy landscape, creating new opportunities for farmers and enhancing the availability of high-quality dairy products. As the Indian dairy sector continues to grow, such collaborations will play a crucial role in ensuring sustainability, efficiency, and increased milk production across the country.

## Reliance's New Campa Cola Bottling Plant Inaugurated in Assam

- ❖ Reliance Consumer Products has made a significant move in the beverage industry by inaugurating a new bottling plant for Campa Cola in Guwahati, Assam. Assam Chief Minister Shri Himanta Biswa Sarma, who attended the inauguration, highlighted the plant's potential to generate employment for approximately 1,300 people. The facility, developed as part of Reliance's expansion into the soft drink market, is expected to enhance local manufacturing and distribution, strengthening Assam's position as a key player in the beverage industry.
- ❖ The facility, which has a 6 lakh square foot area, will be among the largest beverage manufacturing units in the region. The plant will have an initial production capacity of more than 10 crore litres of carbonated soft drinks (CSD) and close to 18 crore litres of packaged drinking water to address consumer demand, according to the official release. the plant will manufacture popular beverages, which include Campa Cola, Campa Orange, Campa Lemon, Power Up, and packaged drinking water under the Independence and Sure Water brands.



## Everest Instruments Partners with ICAR-NDRI for Milk Quality Assurance



- ❖ In a groundbreaking collaboration, Everest Instruments has partnered with ICAR-NDRI to enhance milk quality assurance through advanced adulteration detection technologies. The partnership involves licensing nine cutting-edge rapid tests that provide instant results, ensuring milk purity and consumer safety. Facilitated by Agrinnovate India Limited, this tech transfer marks a significant step toward strengthening the dairy sector's quality control mechanisms.
- ❖ These paper strip-based tests will empower dairy processors, collection centers, and households to detect adulterants swiftly, reinforcing trust in the dairy supply chain. With the growing concerns over food safety, Everest Instruments' initiative aligns with the industry's need for reliable and efficient testing solutions. By integrating these technologies, the company aims to revolutionize milk testing and uphold India's reputation for safe and high-quality dairy products.

## **Evocus Launches World's First Black Soda**

- ❖ Evocus, a brand known for its alkaline water, has introduced the world's first black soda, bringing a unique twist to the carbonated beverage market. Infused with minerals and alkaline properties, this innovative drink is set to challenge traditional sodas with its health-focused appeal.
- ❖ The black soda is formulated to provide hydration benefits while offering a refreshing taste. Unlike conventional sodas loaded with artificial ingredients, Evocus positions itself as a functional beverage with added wellness advantages.
- ❖ With growing consumer interest in health-conscious alternatives, Evocus' black soda could disrupt the soft drink industry. As functional beverages gain popularity, this launch underscores the demand for innovative, better-for-you drink options.

## **Coca-Cola Introduces BodyArmor Lyte in India, Aims for ₹2 Billion Sales from Thums Up and Sprite**

- ❖ Coca-Cola is bringing its premium sports drink, BodyArmor Lyte, to India as part of its expansion into the country's growing hydration and fitness market. With a focus on low-calorie, electrolyte-enhanced beverages, BodyArmor Lyte is set to compete with established sports drinks while offering a healthier alternative to traditional energy drinks.
- ❖ This launch aligns with Coca-Cola's broader strategy to diversify its product portfolio in India. The company expects both Thums Up and Sprite to become billion-dollar brands, reinforcing its dominance in the Indian beverage market.
- ❖ With rising health consciousness among Indian consumers, the demand for sports drinks is expected to surge. Coca-Cola's entry into this segment with BodyArmor Lyte positions it as a key player in the evolving beverage industry, catering to both athletes and everyday consumers seeking hydration and performance benefits.

## Nestlé India Expands 'No Refined Sugar' Range with New Ceregrow Variant

- ❖ Nestlé India has introduced a new variant of its popular Ceregrow cereal, expanding its 'No Refined Sugar' product range. This launch aligns with growing consumer demand for healthier, sugar-conscious food options, particularly in the children's nutrition segment.
- ❖ The new Ceregrow variant is formulated with natural sweeteners like fruit powders, offering a balanced nutritional profile without compromising on taste. Nestlé aims to cater to parents seeking healthier alternatives for their children's breakfast and snacking needs.
- ❖ As the trend towards clean-label and minimally processed foods gains traction, Nestlé's move reflects its commitment to innovation in health-focused products. The expansion of its no-refined-sugar portfolio marks a strategic step in addressing evolving dietary preferences.



## iD Fresh Expands with Launch of Instant Sambar

- ❖ iD Fresh, a brand known for revolutionizing the fresh food market, has expanded its portfolio with the launch of an instant sambar mix. This new offering caters to the growing demand for convenient, home-style South Indian meals without compromising on taste and quality. Made from natural ingredients and free from preservatives, the instant sambar mix aligns with iD Fresh's commitment to clean-label products.



- ❖ As urban consumers embrace ready-to-cook meal solutions, iD Fresh's new product aims to simplify traditional cooking. The instant sambar mix is designed to deliver an authentic flavor profile while significantly reducing preparation time. This move strengthens iD Fresh's presence in the Indian food market and reinforces its mission to offer fresh, wholesome, and convenient meal options.
- ❖ With this expansion, iD Fresh is tapping into the growing trend of easy-to-prepare meal kits. By leveraging its reputation for high-quality, preservative-free food, the company is poised to capture a larger share of the convenience food segment. The launch is expected to appeal to busy professionals, students, and families looking for quick yet nutritious meal solutions.

## Paras Dairy Launches Premium Cheese Brand Galacia

- ❖ Paras Dairy has unveiled its latest innovation in the dairy sector with the launch of its premium cheese brand, Galacia. This new range is designed to cater to the evolving Indian palate, which increasingly favors international-style dairy products. With a focus on superior taste and texture, Galacia aims to provide a gourmet cheese experience for both retail consumers and the hospitality industry, positioning itself as a game-changer in the premium cheese market.
- ❖ The launch of Galacia is a strategic step for Paras Dairy as it taps into the rising demand for high-quality cheese products in India. With urban consumers showing a growing preference for premium dairy offerings, the brand seeks to establish itself as a top choice for cheese lovers. From specialty cheeses to versatile options suited for various cuisines, Galacia aims to redefine the cheese landscape in India.



## Berry Global & Mars Announce 100% Recycled Packaging

- ❖ In a major step towards sustainability, Berry Global and Mars have collaborated to introduce packaging made entirely from recycled content. This initiative is aimed at reducing plastic waste and promoting circular economy practices in the consumer goods sector. The innovative packaging solution aligns with both companies' long-term commitments to environmental responsibility.
- ❖ By utilizing 100% recycled material, the new packaging not only decreases dependence on virgin plastic but also minimizes carbon footprints. As sustainability continues to be a key concern among consumers, this move reinforces the industry's shift towards eco-friendly alternatives. Mars' popular confectionery and snack brands are expected to adopt this packaging, signaling a major transformation in how food companies approach sustainability.

## Reliance Consumer Introduces Muralitharan's Sun Crush in India

- ❖ Reliance Consumer Products is making waves in the beverage sector with the launch of Sun Crush, a juice brand associated with cricket legend Muttiah Muralitharan. This move signals Reliance's entry into the competitive fruit juice market, directly challenging established players.
- ❖ Sun Crush will offer a range of fruit-based beverages, leveraging the growing demand for healthier alternatives to carbonated drinks. By associating with a sports personality, the brand aims to capture consumer interest and establish a strong foothold in the segment.
- ❖ With aggressive marketing and Reliance's extensive distribution network, Sun Crush is poised to disrupt the fruit juice industry. As health-conscious choices gain traction, the brand's positioning as a refreshing and nutritious drink could propel its success.



## Mondelēz and Lotus Expand Partnership into Ice Cream

- ❖ Mondelēz International and Lotus Bakeries, the makers of Biscoff, are expanding their successful partnership into the frozen dessert market. This collaboration will introduce Biscoff-branded ice creams, further leveraging the brand's popularity in the confectionery sector.
- ❖ The partnership aims to combine Mondelēz's expertise in the ice cream industry with the iconic flavor of Lotus Biscoff, creating unique frozen treats for consumers. With the growing demand for indulgent yet premium desserts, this expansion aligns with market trends favoring innovative and nostalgic flavors.
- ❖ Biscoff's distinctive caramelized biscuit taste has already proven successful in other product categories, making its entry into ice creams a strategic move. As global brands continue to diversify their portfolios, such collaborations are setting new benchmarks in product innovation.

## Patanjali Inaugurates Asia's Largest Orange Processing Unit in Nagpur

- ❖ Patanjali, a leading name in India's FMCG sector, has unveiled Asia's largest orange processing unit in Nagpur, Maharashtra, with a capacity of 800 tonnes per day. This facility is set to revolutionize citrus fruit processing, benefiting farmers and strengthening India's agro-processing industry. By focusing on value addition, Patanjali aims to enhance domestic consumption and increase exports of high-quality orange-based products.



- ❖ The project, costing Rs 1500 crore, aims to benefit farmers and create numerous jobs, focusing on zero-waste operations and producing export-quality products. Patanjali's investment in this unit aligns with its vision of promoting indigenous agricultural products and reducing import dependence.



## Japan's Most Polarizing Superfood: Natto

- ❖ Natto, a traditional Japanese dish made from fermented soybeans, is one of Japan's most divisive superfoods. Known for its strong aroma, sticky texture, and unique umami flavor, natto has a devoted fan base but is also avoided by many due to its pungent smell. Despite its polarizing nature, natto is packed with nutritional benefits, including probiotics, protein, and essential vitamins.
- ❖ Natto production involves soaking soybeans for 12–20 hours for proper hydration, followed by steaming or boiling for about 6 hours until tender. The cooked beans are then inoculated with *Bacillus subtilis* natto culture at 40–45°C to initiate fermentation. They are incubated at 40°C for 24–48 hours under controlled humidity to develop the characteristic sticky texture and umami-rich flavor. Post-fermentation, the natto is refrigerated for at least 12 hours to enhance its taste and ensure stability. This traditional fermentation process results in a nutrient-dense, probiotic-rich Japanese superfood.

