

Aliva launches a unique mild summer flavour: New Aliva Tangy Mango

CHANDIGARH, MAY 15: Continuing the tradition of providing tasty choices, Frito Lay India, the food division of PepsiCo India today expanded its range of baked savoury crackers: Aliva, by introducing its latest summer offering - Tangy Mango. The new flavour is a unique blend of tangy green mango & local spices developed especially for the Indian palette.

Speaking on the occasion, Mr Vidur Vyas, Executive Vice President Marketing, PepsiCo India (Frito-Lay division), said, "Aliva is an innovation specially created keeping the Indian palate in mind. It's a baked snack that comes packed with good ingredients like wheat and lentils and in an exciting array of great tasting flavors

that promise to make every snacking moment enjoyable. This summer, we wanted to capture a unique flavour which appeals universally to all Indians. So what better than Mango - the king of fruits offered with a tangy twist" As with all our innovations, Aliva Tangy Mango is backed by extensive consumer testing & insights. On the initial

response to the Tangy Mango flavour, Mr Vyas adds, "The initial consumer tests have received an extremely positive response from consumers who love the unique combination of a baked cracker made with wheat and daal & deliciously seasoned with the tanginess of green mango & special Indian spices."