

Covid-19 Impact: ITC's foods business collaborates with Frozen Bottle to enter online dessert space

The offering from this partnership was launched in Bengaluru and Chennai and will be rolled out in phases in other cities including Delhi, Hyderabad, Mumbai, Pune, Nagpur and Goa.

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ITC's cookie brand Sunfeast Dark Fantasy has collaborated with milkshake maker Frozen Bottle to penetrate the online dessert space as consumers pivot their spending online and stay at home in the new normal. The online-only range of chocolate desserts and beverages made with the flagship cookies will be sold through food aggregators such as Swiggy and Zomato in the formats of cake jars, milkshakes and sundaes.

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ITC Ltd had recently partnered direct selling company Amway India for distributing its new immunity beverage to stay relevant and to compete with rivals Dabur, Coca Cola and PepsiCo in the breakfast market this summer. With the partnership, Amway's micro-entrepreneurs now sell the FMCG conglomerate's packaged fruit beverage with immunity boosters that was launched under its juice brand B Natural.

ITC is the third largest foods company in India with representation in categories such as staples, spices, ready-to-eat, snack foods, bakery, confectionery, juices and beverages.