

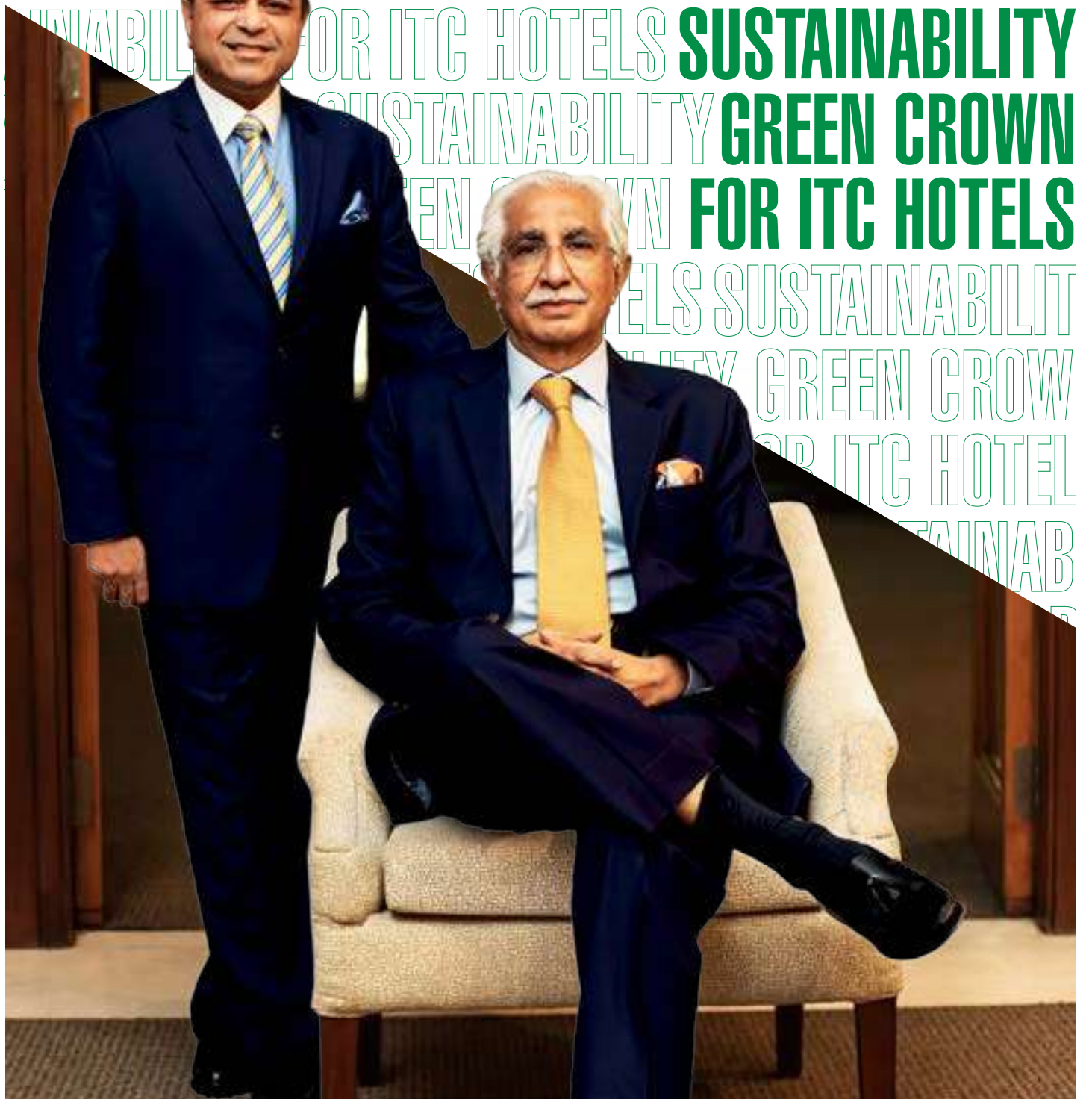
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## THE TRINITY OF TASTE



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**VOL. 7 ISSUE 3 MAY-JUNE 2021 A HOTELIER'S HELP DESK**

## SNACK TIME! BINGE ON TUMMY YUMS...

BY **BWH BUREAU**

THE SNACK game is shifting. Till about a few years ago, minibars were the only spot to fulfill your snack craving but guests are now looking for other opportunities and Grab-n-go opportunities have become a great additional stream of revenue for hotels that also keep guests happier from not having to pay min-bar pricing.

While snacking has always been an important piece of food and beverage option, the variety of snacks that guests are looking for has changed. It's no longer about a quick salty or sweet one. Guests now want a variety of healthy snacks, especially if they are local and protein-based. Snacks are also being used as a meal replacement in the travel and leisure industry with guests busy and on the go.

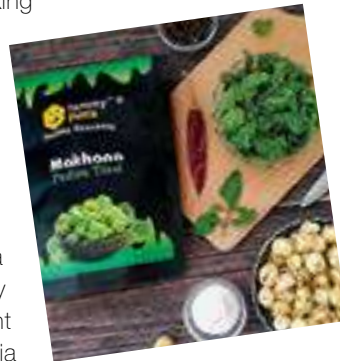
HoReCa Global Network has a wide range of products under the Tummy Yums brand. The healthy chips segment has 40 SKUs -- Chips, Oats Chips, Chia Chips, Jowar Puff, Quinoa Puff, Vacuumed Fried Sweet Potato Chips and many more.

"We don't manufacture each and every product but we do prefer contract manufacturing with certain specifications," informs **Abhishek Tripathi**, CEO & Founder, Tummy Yums, HoReCa Global Network.

Makhana is one of the protein-rich product comes under the category of Super Food category with various flavours like Puddina, Cheese n Herbs, Peri- Peri, Himalayan



**Abhishek Tripathi,**  
CEO & Founder,  
Tummy Yums,  
HoReCa Global  
Network



Salt and many others with elegant packaging which is easy to carry.

In a market full of options to binge eat, the company wanted to introduce a healthy option in the country. "The Indian market has numerous snacking options available. However, there was a potential gap for healthy, and tasty snacks. Today's aware and educated consumers invest a lot of time in carefully picking what they consume. Hence, we

are sure, TummyYums Snacks, is healthy as well tasty product will interest a diverse and wide pool of consumers for healthy and anytime-anywhere snacking," explains Tripathi.

Tummy Yums pays in-depth attention to product quality and packaging which is one of the unique selling point for them. The brand procures the raw material directly from framers to maintain consistency and authenticity. ■