

Nestl  expands Maggi Air Fryer range in UK and Malaysia

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Nestl  is helping consumers keep their air fryer meals varied and exciting with its growing range of air fryer-dedicated recipes and flavours. The company recently expanded its range of Maggi Air Fryer products in the United Kingdom (UK) and Malaysia, two of Nestl 's key culinary markets.

In the UK, where air fryers are already the third most used cooking appliance and 58 per cent of people own one, Nestl  has added three new Maggi Air Fryer Crispy Coating recipe mixes to its highly successful Maggi Air Fryer Seasonings mixes. Among the first of their kind in the market, the new coatings are aimed at helping people achieve perfect crispiness that is full of flavour.

At the same time, Nestl  is also building out its Maggi Air Fryer series in Malaysia, where 42 per cent of households own an air fryer. Here, the company has introduced a Satay variant along with repositioning its existing marinade mixes as part of the air fryer series to provide consumers with an authentic taste from fresh ingredients in two simple steps ?? marinating and air frying.

"Maggi, the world's leading food brand with the highest household penetration has always been at the forefront of food innovation for decades", said Nikhil Chand, Head of the Food Strategic Business Unit at Nestl  "In both the UK and Malaysia, we are amongst the first with an air fryer range.

The category expansion builds on the presence of air fryer cooking solutions across other geographies like Australia, New Zealand and China. Nestl  is leveraging years of flavour knowledge to deliver a carefully proportioned and authentic taste experience.