

Pepsico Brings Global Gourmet Snacking Experience To India With The Launch Of Red Rock Deli® Chips

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The snacking aisle gets a sensorial upgrade as Red Rock Deli®, Australia's iconic gourmet snack brand by PepsiCo makes its way to India. Born in Australia and recognised worldwide for its gourmet-style chips, the brand enters the market with globally inspired exotic flavours now made and manufactured in India for Indian palates. Made with sunflower oil and created using three distinct advanced technologies - Kettle Cooked, Baked and Popped - the range blends exotic and globally inspired flavours to offer an elevated snacking experience that feels both premium and adventurous.



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Its arrival comes at a time when India's snacking landscape is undergoing a marked transformation. Industry reports indicate significant rise of the gourmet foods segment. Further, younger, urban consumers are seeking more elevated and flavour-driven experiences, inspired by their exposure to global cuisines and a growing curiosity for indulgence flavours. As consumers move towards quality, experimentation and exploration, Red Rock Deli® enters the market as a timely response to this evolving appetite, rooted in PepsiCo's legacy of innovation and consumer centricity.

Guided by its philosophy of *Savour the Adventure*, Red Rock Deli® introduces a four-flavour lineup crafted across its signature formats: **Basil Thai Sweet Chilli** (Kettle), **Olive & Greek Salad** and **Cheddar & Parmesan Risotto Style** (both Baked), and **Cheese & Korean Bulgak** (Popped).

Introducing the Red Rock Deli® range, Saakshi Verma Menon, Chief Marketing Officer at Foods, PepsiCo India said, "Red Rock Deli® brings gourmet snacking, created with artisanal craftsmanship, layered flavour profiles, and culinary experimentation. Today's urban consumers are seeking premium, chef-inspired snacks that feel both elevated and accessible. Introducing the brand in India is catering to this consumer shift toward richer textures, bolder ingredients, for intentional snacking moments. With this range, we're offering indulgent, mindful snacking while staying true to

PepsiCo's commitment to innovation and consumer centricity.â

Building on the vision, Sriram Iyer, Marketing Director of Red Rock Deli®, PepsiCo India added, *Red Rock Deli® is a celebration of thoughtful craftsmanship and culinary curiosity. Each recipe draws from global flavour inspirations and is perfected for Indian palates. Our digital-first launch along with a creator-led discovery campaign is designed to build desire organically. Red Rock Deli® pushes the boundaries of what snacking can be in India: more gourmet, more indulgent and more adventurous.â*