

McCain Rethinks Frozen Snacking for India's Air Fryer Generation with New Air Fryer Masala Crispers

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Air fryers are rapidly transforming how India snacks. As more consumers embrace air fryer cooking in modern Indian kitchens, expectations around convenience, texture and taste are evolving. The growing popularity of air fryers has also sparked greater experimentation with frozen snacks, creating demand for products specifically designed to perform well in air fryer environments. However, while the appliance has changed, most frozen snacks have not. Designed for multiple cooking methods, many existing offerings often struggle to deliver the crispiness, texture and flavour consumers crave when prepared in an air fryer.

Recognising this shift in snacking behaviour, McCain Foods India has introduced Air Fryer Masala Crispers, a purpose-built frozen potato snack engineered specifically for air fryer cooking. Designed to deliver a consistently crispy texture, bold masala flavour and an engaging eating experience, the new launch represents McCain's latest innovation for the growing generation of air fryer users.

At the heart of the product lies a distinctive V-shaped design that goes beyond aesthetics. Engineered as a maximum crunch architecture, the V-shape increases surface area for enhanced crispiness, enables effortless scooping of dips and helps retain flavours more effectively in every bite. The result is a snack that delivers a richer combination of crunch, spice and indulgence, making every snacking moment more satisfying and interactive.

Unlike conventional frozen snacks that are simply adapted for air fryer preparation, Air Fryer Masala Crispers have been developed specifically for the appliance. From shape engineering and texture design to crunch retention and flavour delivery, every aspect of the product has been crafted to perform optimally in air fryers, addressing one of the biggest frustrations consumers face: the compromise between convenience and a truly satisfying snacking experience.

With its bold masala seasoning and signature V-shaped format, Air Fryer Masala Crispers embody McCain's proposition of 'Crispy, Spicy, Very Mazedaar', bringing together the crunch consumers love with the flavour they crave.

Commenting on the launch, Shreyashi Keshri, Head of Marketing at McCain Foods India, said: "As air fryers become an increasingly integral part of modern Indian kitchens, we saw an opportunity to rethink snacking for this new consumer behaviour. Rather than adapting an existing product, we engineered Air Fryer Masala Crispers specifically for air fryers, ensuring consumers can enjoy the perfect balance of crunch, flavour and indulgence. From the distinctive V-shape design to the bold masala seasoning, every element has been crafted to create a snacking experience that is crispy, spicy and very mazedaar."