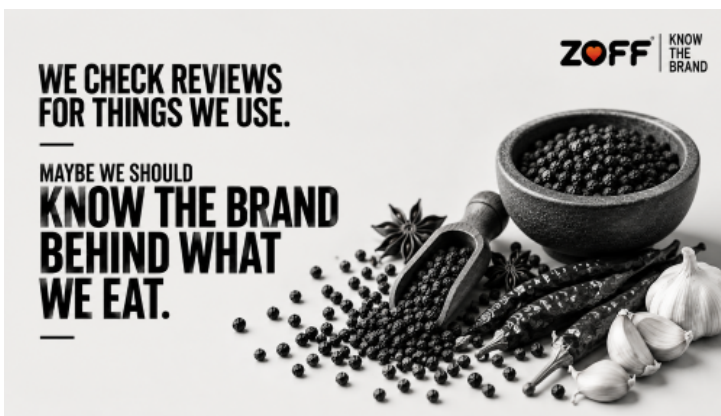


ZOFF Foods Launches ‘Know The Brand’ Campaign to Promote Spice Quality and Safety

17 September 2026 | News

The campaign seeks to encourage consumers to look beyond price, packaging and brand familiarity when purchasing whole spices



ZOFF Foods has launched a consumer awareness campaign, ‘Know The Brand’, aimed at encouraging greater quality consciousness and transparency in India’s whole spice market.

Launched ahead of the festive season, the campaign seeks to encourage consumers to look beyond price, packaging and brand familiarity when purchasing whole spices, with a focus on quality, purity and food safety.

The campaign began as a consumer awareness initiative and has evolved into a quick-commerce-focused programme, encouraging consumers to ask questions about the sourcing, processing and packaging of spices before making a purchase.

According to ZOFF Foods, the initiative addresses longstanding concerns around spice adulteration and aims to promote greater scrutiny of the processes involved in bringing whole spices to consumers. These include sourcing, cleaning, storage, testing and packaging.

The campaign also seeks to encourage greater accountability among spice brands by providing consumers with more information about how products are sourced and processed.

“Consumers deserve clear answers about the spices they use every day. Where were they sourced? How were they cleaned and processed? What were they tested for? These questions should be part of the purchase decision,” said Akash Agrawalla, Co-founder, ZOFF Foods.

Agrawalla added that the company aims to make brands, including ZOFF Foods, more accountable to consumers through greater transparency around their processes.

The campaign comes at a time when consumers are increasingly seeking information about food quality, safety and sourcing. Through #KnowTheBrand, ZOFF Foods aims to encourage consumers to make more informed decisions about

the spices they purchase and use in their kitchens.

The initiative is built around the message that consumer trust should be supported by transparency and accessible information about food production and quality practices.