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Rastafari Wellness Introduces Rastafari Minis in Compact Gummy Format

12 November 2026 | News

The new 2-gram gummies feature a 7% Vijaya oil infusion and come in five-piece tins,with a three-tin pack offering added convenience



Rastafari Wellness, an Indian wellness brand has introduced Rastafari Minis, its first mini-format gummy offering. The launch adds a new product format to the brand's existing portfolio, with a focus on compact sizing and convenient packaging.

Each Rastafari Mini weighs approximately 2 grams and features a 7 per cent Vijaya oil infusion. The gummies are available in individual tins containing five pieces, with a three-tin pack also offered. The compact packaging makes the product easier to carry and store, while the defined size of each gummy provides clarity on its individual weight.

Avadhoot Chavan, Founder of Rastafari Wellness, said, “With Rastafari Minis, we wanted to bring greater precision to the product format through a clearly defined 2-gram unit. This allows us to offer consumers a more measured and convenient format, while making the product easier to carry and store. As we expand our portfolio, our focus remains on developing offerings that combine thoughtful formulation with practical product design. The launch also reflects our commitment to creating products that are aligned with evolving regulatory requirements and consumer expectations.”

With Rastafari Minis, the brand brings a smaller format to its existing gummy range. The product's compact size and tin-based packaging distinguish it from conventional gummy formats within the portfolio. The defined 2-gram weight also gives consumers clear information about the size of each gummy. However, individual suitability and usage should be determined in consultation with a qualified practitioner, based on the product's specifications and individual requirements.