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Keventers introduces 100% vegetarian waffles category

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Keventers, Indiaâ??s most iconic Milkshake and Ice Cream brand with a legacy of nearly 100 years has added more fun to the festive fervour with the launch of its 100 per cent vegetarian Waffles category. Up for grabs at Keventersâ?? pan-India

network of over 170 exclusive retail brand outlets, the Waffles are freshly made to golden brown perfection, true to its century-old brand legacy. Keventers Waffles have been introduced in six lip-smacking flavours - Classic Honey Butter, Lotus Biscoff, Kit Kat Crunch, Nutella, Triple Chocolate and White Chocolate.

Sharing his thoughts about the new offering, Keventers CEO Agastya Dalmia said, â??Keventers has always taken forward its 100-year-old legacy of innovation and making indulgence affordable for all. Taking into account the evolving indulgent preferences of Millennials and Gen Z, we have diversified our product portfolio to introduce an all-new waffles range, which is not only perfect for all seasons but is an on-the-go delicacy that always comes in handy for those with a sweet tooth. We are excited to offer something refreshing for a wider segment of customers, and are confident of an extremely positive response.â?•

Earlier this year, Keventers introduced a new range of milkshakes, comprising limited-edition Lotus Biscoff, Ferrero Rocher and Salted Caramel. Over the decades, Keventers has evolved as a brand that personifies aspirations while retaining the element of nostalgia. Besides India, the company has a widespread presence in the UAE through joint ventures and food truck networks.