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Ghodawat Consumer launches zero-sugar malt beverage Coolberg Diet

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Indiaâ??s leading FMCG player, Ghodawat Consumer Limited (GCL), the FMCG arm of the Sanjay Ghodawat Group, has launched Coolberg Diet, Indiaâ??s first zero-sugar malt beverage. This move sets a new benchmark in mindful drinking, with the drink specially crafted for health-conscious and trendsetting consumers. Coolberg Diet delivers a revolutionary, guilt-free refreshment experience. As a growing number of fitness-focused consumers move away from sugary soft drinks, this innovative beverage offers a flavourful, zero-sugar, zero-alcohol alternative that perfectly complements todayâ??s modern, wellness-driven lifestyles.

Available in refreshing Peach & Strawberry flavours and presented in a stylish 330 ml glass bottle, Coolberg Diet is poised to redefine the non-alcoholic beverage segment in India. This next-generation beverage caters to a wide range of modern consumers, from gym-goers and diabetics to keto-conscious individuals and Gen Z wellness seekers by offering less than 5 kcal per 100 ml, zero added sugar, and no caffeine.

Salloni Ghodawat, CEO, Ghodawat Consumer Limited (GCL), said, â??At Ghodawat Consumer Limited, our mission has always been to offer innovative, better-for-you products that align with evolving consumer needs. Coolberg Diet is more than just a beverage; itâ??s a lifestyle choice for those who want to enjoy flavour and refreshment without compromising on health. As the demand for functional and guilt-free beverages grows, weâ??re confident that Coolberg Diet will resonate with consumers seeking balance, quality, and a smarter way to enjoy their favourite drink.â❧

Coolberg Diet enters the market as a category-defining product, offering a unique combination of features that set it apart. With zero sugar, no caffeine and zero alcohol, it is ideal for all kinds of social occasions, suitable for all age groups, and perfect for calorie-conscious and diabetic consumersâ??ushering in a new standard for guilt-free indulgence. Meticulously engineered for all-day, everyday refreshment, it appeals to those seeking a clean, healthy alternative to traditional beverages. Versatile in its use, it can be enjoyed straight from the bottle or as a base for mocktails and mixers. Its contemporary, stylish 330 ml glass bottle with aspirational branding makes it especially appealing to new-age consumers, further strengthening its position as a trailblazer in the Indian beverage landscape.