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Heritage Foods launches Creamy Shake range and Frozen Malai Paneer Cubes on 35th Foundation Day

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Heritage Foods Ltd. has expanded its dairy portfolio with the launch of a new Creamy Shake range, Frozen Malai Paneer Cubes and a consumer engagement campaign for its probiotic buttermilk portfolio, coinciding with the companyâ??s 35th Foundation Day celebrations.

The newly launched Creamy Shake range is available in Badam and Mango variants and is targeted at Gen Z and young millennial consumers looking for indulgent, experience-led beverages.

According to the company, the Badam Creamy Shake combines rich creaminess with real badam bits and contains 5.2 per cent fat, while the Mango Creamy Shake blends real mango pulp with a smooth creamy texture and 3.8 per cent fat content. The range features youthful packaging and a digital-first positioning strategy designed to connect with younger consumers.

In addition to the beverage launches, Heritage Foods has introduced Frozen Malai Paneer Cubes, aimed at consumers seeking convenience-oriented dairy products without compromising on taste and nutrition. The company said the product delivers softness and creaminess while being rich in protein and calcium. The paneer cubes also offer an extended shelf life of up to six months.

The company also launched a Probiotic Buttermilk Influencer Campaign to strengthen awareness around functional and wellness-focused dairy consumption. The campaign is designed to position buttermilk as both a traditional and contemporary wellness beverage while increasing the brandâ??s digital engagement with modern consumers.

The launches were announced as Heritage Foods marked 35 years since its establishment in 1992. The company said it continues to focus on innovation, quality and consumer relevance while strengthening its dairy sourcing network and farmer partnerships across India.