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Heritage Foods Expands Nourish+ Range with High Protein Curd

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New offering delivers 25g of protein per 400g pack, making it easier to add more protein to everyday meals



Heritage Foods Limited, one of India's leading listed dairy companies, announced the launch of Nourish+ High Protein Curd, further expanding its Nourish+ range of protein-rich dairy products.

With 25g of protein in a 400g pack, Nourish+ High Protein Curd is designed to help consumers add more protein to their everyday diets through a food they already know and love. High-protein foods often involve a compromise on taste or texture. Nourish+ High Protein Curd has been developed to overcome that trade-off — delivering 25g of protein while retaining the rich, creamy taste and texture consumers expect from a great curd. Enjoyed straight out of the cup, paired with rice, whisked into raita and more, it makes adding protein to everyday meals simple and enjoyable.

Protein is essential across age groups and lifestyles, supporting muscle health, growth, tissue repair and several important body functions. Yet, everyday Indian diets can often fall short of adequate protein intake. Heritage Foods believes familiar dairy foods such as milk, curd and paneer can play an important role in helping bridge this gap.

The Nourish+ range is built around a simple premise: "Don't Break Up With What You Love. Just Add Nourish+." Rather than asking consumers to replace familiar foods with specialised protein products, Nourish+ brings more protein into foods that are already part of their everyday diet — whether it is a glass of milk, paneer in a meal, or a bowl of curd rice.

The portfolio currently includes Nourish+ High Protein Paneer, delivering 60g of protein per 240g pack, and Nourish+ Protein Rich Milk, offering 18g of protein per 500ml pack. The addition of High Protein Curd further strengthens Heritage Foods' effort to make good-quality protein more accessible through everyday dairy.

Nourish+ High Protein Curd comes in a 400g cup priced at Rs 75 and will be available across all leading quick-commerce platforms, modern trade outlets, Heritage Happiness Points and select premium general trade stores.

Commenting on the launch, Brahmani Nara, Executive Director, Heritage Foods, said, "Our food habits are deeply rooted in the cuisines and tastes we have grown up with, and dairy has always been an important part of that routine. With Nourish+, we endeavor to make it simpler for families to add more protein to their everyday diets, without asking them to change the foods they love or compromise on taste. With High Protein Paneer, Protein Rich Milk and now High Protein

Curd, we are building a portfolio that brings higher protein into familiar dairy formats that people can enjoy as part of their everyday meals, making better nutrition more convenient and accessible."