

Tribe Kombucha Expands Retail Footprint through Wow! Momo Partnership

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Mountaintribe Foods, maker of Tribe Kombucha- India's homegrown probiotic superdrink, has announced a distribution partnership with Wow! Momo, one of India's largest QSR chains, making Tribe Kombucha available across Wow! Momo's network of 900+ stores in more than 100 cities nationwide.

The tie-up marks one of the largest single retail expansions in Tribe Kombucha's history. It places the brand within Wow! Momo's food menu — a level of retail scale few functional beverage brands in India have achieved.

The collaboration comes as India's functional beverage category gains momentum, driven by rising health consciousness, the "sober-curious" movement, and growing demand for better-for-you alternatives to sugary aerated drinks. Industry watchers point to functional and better-for-you beverages as among the fastest-growing segments in Indian F&B - a shift Tribe Kombucha has positioned itself to capture early as one of the category's homegrown, Make-in-India players.

"Wow! Momo, one of India's fastest-growing QSR chains, has built one of the country's most extensive and trusted QSR networks, and this partnership puts gut health and functional beverages in front of a mainstream audience at a scale we simply couldn't reach alone. Going live across 900+ stores in over 100 cities in one move is a significant step in our mission to make kombucha a part of everyday Indian food culture," said Harshvardhan Chauhan, Founder and CEO, Mountaintribe Foods.

Tribe Kombucha will be available at Wow! Momo stores in flavours including OG Classic and Zesty Gingerade, with plans to expand the range based on consumer response.