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# Happy Cultures Brings Dubai Kunafa Flavour to Yeast Protein Category

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**The launch comes as protein consumption in India moves beyond traditional fitness audiences**

Indian health and wellness company Happy Cultures has launched Dubai Kunafa Yeast Protein, bringing the popular Dubai Kunafa flavour profile to the growing protein category. The new product combines Happy Cultures' yeast protein with real pistachios, offering a more indulgent take on everyday protein consumption.

Each serving delivers 24g of complete yeast protein with a PDCAAS score of 1, indicating a high-quality protein source with a complete amino acid profile. Made with 100 per cent yeast protein isolate, the formulation contains no added sugar or artificial sweeteners, is naturally sweetened with monk fruit, and is free from lactose, dairy, gluten and soy. The addition of probiotics further supports its positioning as a convenient, gut-friendly protein option for consumers seeking a balance of nutrition, taste and indulgence.

The launch comes as protein consumption in India moves beyond traditional fitness audiences, with consumers increasingly looking for products that combine nutritional value with taste, convenience and variety. According to IMARC Group, the protein supplement market in India is anticipated to reach Rs. 13,186 crore ($â?¯1.52 billion) by 2033.

The product has also undergone independent testing by Eurofins Analytical Services India, with each batch evaluated across key parameters including nutritional composition, amino acid profile, melamine and heavy metal contaminants. It is available through Happy Cultures' website, Swiggy, Zepto, Big Basket, Amazon and Flipkart.

Speaking about the launch, Amit Monteiro, CEO, Happy Cultures, said, “Protein is becoming a crowded category, and we believe the next phase of innovation will be about making the experience more exciting for consumers. Dubai Kunafa is a flavour people already recognise and enjoy, so bringing it into yeast protein felt like a natural way to make the category more interesting.”

“We want consumers to look at yeast protein differently,” added Monteiro. “Innovation in protein does not have to stop at the usual vanilla, chocolate or coffee flavours. There is an opportunity to build products around flavours that are culturally relevant, familiar and genuinely enjoyable.”