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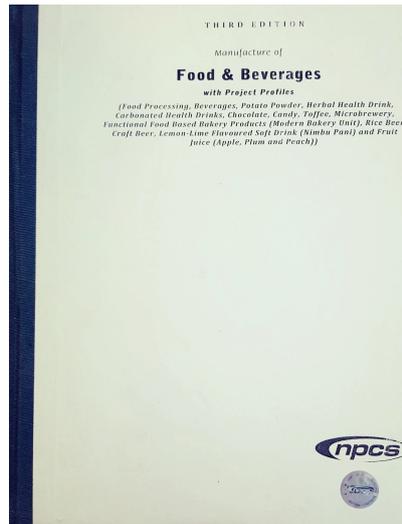
106-E, Kamla Nagar, New Delhi-110007, India.

Tel: 91-11-23843955, +91 9097075054

Mobile: +91-9097075054

Email: npcs.ei@gmail.com, info@entrepreneurindia.co

Website: www.entrepreneurIndia.co



## Manufacture of Food & Beverages with Project Profiles (3rd Edn.)

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### Description

Manufacture of Food & Beverages with Project Profiles

(Food Processing, Beverages, Potato Powder, Herbal Health Drink, Carbonated Health Drinks, Chocolate, Candy, Toffee, Microbrewery, Functional Food Based Bakery

Products (Modern Bakery Unit), Rice Beer, Craft Beer, Lemon-Lime Flavoured Soft Drink (Nimbu Pani) and Fruit Juice (Apple, Plum and Peach))

The Food and Beverage industry in India has been growing at a fast pace, with an annual growth rate of 10%. The food and beverage industry is an essential sector of any nation's economy, since it offers basic needs for survival. The industry provides employment to thousands of people across all levels; from suppliers to people in distribution, manufacturing, sales and marketing. Every country has its own market dynamics that contribute to a specific food culture as well as its own specialty products. In general terms, there are two ways: one method involves processing raw materials into packaged foods which can be sold at supermarkets or grocery stores; another method involves cooking meals or drinks at restaurants or bars. Some companies focus on only one aspect of production while others handle both aspects. Regardless of what method is used, it's important to keep in mind that these products need to be transported from their place of origin (i.e., farms) all over a country and eventually reach consumers' homes. This process is called distribution. Distribution channels vary greatly by region but usually include wholesale suppliers, retailers (grocery stores), wholesalers and local distributors who sell directly to customers through restaurants or small shops. The industry also includes packaging manufacturers, advertising agencies and event planners for food festivals like Taste of Chicago.

The money-making opportunities are very huge because most Indians eat three times a day. Snacks have become an important part of our daily life, some people have them at breakfast while others prefer to have their favourite snack during lunch or dinner time. Some of these companies provide all kinds of food products like readymade meals, vegetables, fruits, bakery products etc. There are various kinds of snacks available for various tastes like salty snacks for those who love salty foods; sweet ones for those who love sweets; spicy ones for those who love spicy foods; crunchy ones for those who love crunchy foods; soft drinks for children and adults alike; fruit juices which can be prepared from fresh fruits or by adding water to powder concentrates. These companies also supply dairy products like milk, cheese, butter, paneer (cottage cheese), curd (yoghurt) etc. These days many fast food chains are coming up in big cities where you can get your favourite fast food on your doorstep within minutes after placing your order over phone or internet. Many of these companies sell frozen foods too. Frozen food items include ice creams, kulfi (Indian ice cream), rasgullas (sweet dumplings made with cottage cheese), samosas, vadas etc. In addition to that there are large number of beverage companies which make carbonated and non-carbonated drinks like aerated water, juice drinks, squashes, lemonades etc. For example Coca Cola has more than 200 brands worldwide including Thums Up in India; Pepsi has Slice and Mirinda in India; Cadbury Schweppes sells Fanta and Sprite in India. All these beverage companies manufacture carbonated as well as non-carbonated drinks but

they do not manufacture any alcoholic beverages.

The market is growing at a CAGR of 9.5%. The rise in CAGR is attributable to this market's demand and growth returning to pre-pandemic levels and even exceeding once the pandemic is over. Functional foods and beverages are enriched with functional nutrients, in addition to the basic nutritional value of the product, to provide multiple health-related benefits. These nutrients include amino acids, vitamins, minerals, proteins, fatty acids, and prebiotics. Functional products have gained importance in recent years due to the increased awareness among consumers.

**Rising Spending on Healthy & Nutritious Diet Products to Fuel Market Growth** The functional food and beverage market trends are driven by the rising demand for healthy and nutrition-rich diets. Evolving lifestyles and increasing incomes of consumers across the world have fueled the demand for products with superior nutritional profiles. Functional beverages, for instance, are designed to be consumed on-the-go, providing enhanced nutrition. Increasing product development and innovation activities, the availability of a wide variety of products, especially across e-commerce platforms, and the adoption of unique promotional strategies by market players are collectively furthering the growth of this market.

The market segments for functional foods and drinks, based on type, include functional dairy products as the leading product type. Increased consumer inclination towards aiding digestive health has contributed to raising the demand for prebiotics and probiotics dairy products. The higher affordability of functional dairy products such as yogurt is further boosting its demand across developing economies where per capita income and spending on health food products are comparatively lower. The cereal and grain segment is another important segment that is generating the highest revenue after functional dairy products. The fortification of cereals & grains is one of the most effective methods to tackle nutrient deficiencies. Governments and regulatory authorities across the world have been taking initiatives to address the growing concern of nutrient deficiencies among populations with fortified foods. The addition of iodine in salt, vitamin D in milk, and vitamin B and iron in flour and bread are some of the examples of food fortification.

The book covers a wide range of topics connected to Food Industry, Potato Powder, Herbal Health Drink, Carbonated Health Drinks, Chocolate, Candy And Toffee, Microbrewery, Functional Food Based Bakery Products (Modern Bakery Unit), Rice Beer With Can & Bottle Packaging, Craft Beer, Lemon-Lime Flavoured Soft Drink (Nimbu Pani), Fruit Juice (Apple, Plum And Peach), as well as their manufacturing processes and plant economics.

A thorough guide on Food and Beverage manufacture and entrepreneurship. This book

is a one-stop shop for everything you need to know about the Food and Beverage Industry, which is ripe with opportunity for producers, merchants, and entrepreneurs. This is the only book that covers the process of making commercial Food and Beverage. From concept through equipment procurement, it is a veritable feast of how-to information.

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## About Niir

Niir Project Consultancy Services (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. Its various services are: Pre-feasibility study, New Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Preparation of Project Profiles and Pre-Investment and Pre-Feasibility Studies, Market Surveys and Studies, Preparation of Techno-Economic Feasibility Reports, Identification and Selection of

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