

Indian Food Startup, Blue Ingredients unveils new brand and logo "OK-CHEF"

The word "CHEF" in this brand represents the Home Baker customers, and "OK-CHEF" sounds that the company is listening and is very responsive to its customer needs.



Anand, Jan 30, 2020 ([Issuewire.com](https://www.issuewire.com)) - The curtain has been raised on "**OK-CHEF**"

On the auspicious Indian festival of Basant Panchmi, the company Blue Ingredients Private Limited has unveiled its new brand and design of "**OK-CHEF**". This launch marks the start of a new era for Blue

Ingredients, accompanied by its recent news of hitting a milestone of 5,000 early customers. The company's focus on Home Bakers is reflected in its tagline "Enjoy Baking at Home". With its new brand, the company has created an experience, which is trustworthy and more authentic. The five stars in the logo aim at best-in-class performance and are intended to bring pride to its users.

"The new brand marks the start of the new era for Blue Ingredients", says Nikhil Kapoor, Founder & Director of Blue Ingredients Private Limited. "By having closely observed and understood our 5,000 early customers, the company is undergoing a fundamental uplift towards a future with enjoyable baking experience for everyone. Now is the right time to make this new brand visible to the world."

"**OK-CHEF**" products include a range of Baking Mixes, Cocoa and Chocolate Products, in a semi-bulk pack size of 4-5 Kgs. These products can be seen listed on and can be purchased from the company's website ([click here](#)) and Amazon.in ([click here](#))

The strategic foundation for the new brand was not laid by external agencies, but internally developed with the involvement of customer inputs, said Nikhil Kapoor, "We have created a new brand that is more human and more lively, done so by telling authentic stories and adapting to customer's perspectives"

The domestic rollout of the new brand has begun immediately and the company is seeking opportunities for exporting its products too.

Nikhil Kapoor, the founder of Blue Ingredients Private Limited derives his credibility from above 12 years of work experience in techno-commercial roles with reputed ingredient companies, namely Cargill, Givaudan, Mane, Kemin, and Calpro. He is a food technologist by qualification and 4th in the generation of the family's food business.

Blue Ingredients Private Limited was founded in Apr-2018 and started as a trading company, with opportunities of selling bulk food ingredients to large food corporations. The company later took a pivot of its customer segment and is now known for its baking mixes, cake sprinkles, cocoa, and chocolate products. They have built a stellar reputation among home bakers, by providing healthy, natural and safe ingredients.

To learn more about Blue Ingredients, please visit

Website: www.theblueingredientcompany.com

Instagram: [@blueingredients](#)

Facebook: [blueingredients](#)

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