

## Anything But Sugar (ABS) Christmas Celebrations Start With Cake Mixing Ceremony, to Launches Cakes In Exotic Flavors

Anything But Sugar (ABS) is committed to providing healthy and tasty Indian and Western sweets. It is all set to redefine Taste, Purity & Nutrition in sweets prepared of Natural Sugars. Its mantra - eat sweets guilt-free! Of course, No white Sugar!!



**New Delhi, Dec 25, 2020 ([Issuewire.com](http://Issuewire.com))** - 'Anything but Sugar' (ABS) celebrated the coming of Christmas with a traditional Cake Mixing Ceremony with its well-wishers and customers at its Experience Store in South Delhi. The ceremony that started in the late evening continued till late at night. Delhi's Who's Who was invited and present at the event. It was a joyful moment as they mixed the dry fruits with a lot of passion and fervor.

The cake mixing ceremony is all about getting together and enjoying the fruits of your labor after harvest. It is celebrated by mixing dry fruits and preparing cakes for Christmas. The ABS store in Delhi has already become the talk of the town. It is getting return customers who throng to it for naturally sweet 'desi mithai'. Even its exotic cakes and pastries are laced with honey instead of white sugar. As a tribute to the Christmas season, the company has added three new flavors of cakes.

ABS or anything but sugar is a new concept in the capital. It has introduced one of a kind sweets made of natural sugars of palm, jaggery, dates, figs, honey, and what have you. It never uses a single grain of white sugar. Its founder Ved Pohoja feels white sugar is a “source of all health-related issues and is sweet to taste buds but bitter in after effects”.

ABS promoters are upbeat about the prospects of sugar-free sweets in the Indian market already. Its maiden Experience store has come up at the festive time, the time when Indian and western sweets are all over the market. It is elated about its USP in non-white sugary niche sweets. ABS is the brainchild of Ved Pohoja who sees it as the revival of traditional Indian sweets in a new avatar - the traditional Indian way to savor sweets. ABS is part business and part mission for Pohoja; “to provide healthy sweets without the evils of white sugar”, he quips.

“India has been the Mecca of sweets, from time immemorial. We are making and consuming sweets for ages. But nowadays doctors do not let you eat sweets because of white sugar. We want to let people enjoy sweets with natural sugars like honey, jaggery & dates. Natural sugars enhance the nutrient value of the sweets. It also keeps the doctor away as it has no white (read evil) sugar in it”, Says Ved Pohoja, the founder partner of ABS.

ABS Experience store at Defense Colony in south Delhi is getting rave reviews and customers in scores. Upbeat with the response ABS is likely to add three more in New Delhi. The brand ABS is already a rage. Going by the interest in the UK and the Middle East ABS would be soon opening up stores there either as a franchisee or Experience stores. “We are overwhelmed by the inquiries we are getting. But, to comply we will have to work out the logistics and framework so that ABS products can be shipped offshore. “We wish to take the franchisee route for expansion with strict quality control. “says Anuradha who handles store operations of ABS.

The Indian sweet and candy market is currently pegged at \$664 million. The sugar confectionery holds a 70 percent share (\$461 million). The chocolate confectionery accounts for the rest (\$203 million). ABS is planning to carve its niche as a premium sweets brand in this vast market. Anything But Sugar or ABS is not only making Indian sweets but also cakes, pastries, energy bars, chocolates. It is catering to the western taste-buds in no less measure.

ABS's USP can make it a household name sooner than we can imagine. This segment is unorganized but very lucrative. “Our USP is the novelty of making non-sugary niche sweets and the preparation process. See, all sweet shops are selling similar and similarly made items. Our healthy and tasty offering is an idea whose time has come. It spreads awareness for natural sweeteners and also creates awareness about the ill effects of white sugar,” says Ved Pohoja.

Nevertheless, ABS is conscious about its quality and would not compromise on it. “At ABS, we have ensured that only the best ingredients and natural sweeteners are used. Each ingredient used in our confections is chosen after thorough research”, says curator chef Jagdeep. “It is not only the health on the platter, but it is also the quality and purity we are offering in our products. There is a rich and varied platter from domestic and global dishes to pick from. Our experience store showcases products which are value for money.” He adds.

ABS has embarked on a long journey and to carve a niche in the Indian market it is going to take some time. The ABS promoters are aware of this fact. “The ABS model is based on making the consumer aware of the goodness of natural sweeteners. We must keep innovating and re-developing our products. Our recently introduced cakes are being liked by the people and demand for them is growing. Our mission is to provide consumers with variety in sweets made of natural sugars” Says Shaurya, the

young partner of ABS. “And as the love for ABS products grows, we intend to expand beyond Delhi or India for that matter,” he adds. ABS has begun well and is likely to go places!



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