

iD Fresh Food ready to take the coffee market by storm

The Bengaluru-based brand is looking at INR 50 crore sales in 2021-22 from the coffee vertical



Karnataka, Bengaluru, Aug 25, 2021 ([Issuewire.com](https://www.issuewire.com)) - How do you like your coffee? Instant, yet strong and aromatic with the goodness of South Indian Filter Coffee? The wait is over! iD Fresh Food, India's largest fresh food brand, announces the launch of three unique blends of first-of-its-kind Instant Filter Coffee Liquid. Rich, dark, and easy to make - just add milk and sugar to the liquid and you are set for the day!

A treat for true connoisseurs, [iD Instant Filter Coffee Liquid](#) has been steadily disrupting the non-alcoholic beverage market since its introduction in October 2018. The company is targeting a revenue of INR 50 crore for 2021-22, with the unique instant-filter coffee blends.

The surge in demand during the lockdown and work-from-home norm to slow the spread of the COVID-19 pandemic inspired the company to create three exceptional blends – Strong, Bold, and Intense – of the popular iD Instant Filter Coffee Liquid. While **Strong** offers a traditional blend of 70% coffee and 30% chicory, **Bold** is a combination of 80% coffee and 20% chicory, and **Intense** is 100% coffee for the purists who like their coffee blended with nothing but coffee.

Commenting on the new launch, **Musthafa PC, CEO, and Co-founder of iD Fresh Food**, said, “When we launched the filter coffee liquid two years ago, we were not sure whether consumers would be keen to make the switch from instant coffee powders to ready-to-use liquid in a pouch/sachet. Also, filter coffee aficionados are known to be particular about the process. As a company, we are devoted to freshness. So we ensured that the coffee liquid is made of single-origin coffee and has the right blend of coffee and chicory (80% coffee, 20% chicory), zero sugar, and no preservatives. The consumer response has been phenomenal, especially during the pandemic with more people working from – and drinking coffee at – home. The new blends are designed on the basis of customer feedback to ensure that we are catering to all types of filter-coffee lovers. iD Instant Filter Coffee Liquid is for all those who desire strong, aromatic coffee – the drink that refreshes you and sets things right!”

Funded by Premji Invest, Azim Premji’s investment arm, and Helion Venture Partners, iD has revolutionised the coffee industry, much like the company did with its pioneering products in the idly and dosa batter market. The USP remains a 100% natural, homemade style of preparation, without the use of any chemicals, preservatives, synthetic stabilizers, artificial colors, or flavours.

Pavan Kumar BVS, CBO of iD Fresh Food noted, “iD’s authentic instant filter coffee liquid marked the company’s foray into the non-alcoholic beverage market. Within two years, we have managed to carve a niche in the segment not just in the metros, but also in the tier 2 markets. With the new rich and dark instant filter coffee liquid, we will be reaching out to a wider clientele. Given that we are launching at an affordable price point of INR 5, the market opportunity is immense.”

Rahul Gandhi, CMO of iD Fresh Food, further added, “The market dynamics have been changing during the pandemic with a perceptible shift in consumers drinking more coffee at home. We have been witnessing growing demand for certain blends. In these uncertain times, iD wants to help its customers find comfort in their favourite South Indian filter coffee blends – just the way they like it! Meticulously sourced and roasted, the finest coffee beans make the iD Instant Filter Coffee Liquid truly extraordinary. What’s more, it’s in a liquid form, which means that it mixes easily without leaving dregs at the bottom (unlike coffee powders). Also, you don’t need any special equipment, culinary skills, or lots of time to make filter coffee now. Can enjoying ‘restaurant like’ filter coffee at home gets any more effortless?”

iD Instant Filter Coffee Liquid will be available in retail stores across markets as well as on popular e-commerce platforms, such as Amazon, BigBasket, and Supr Daily among others.

BOX: Choose your Coffee

- **Strong**

A blend of 70% coffee and 30% chicory makes this a lush South Indian Filter Coffee experience. An instant liquid you can add straight out of the packet to some hot milk and sugar for a cup of aromatic coffee that's sure to wake you up in, well, an instant!

The iD Instant Filter Coffee Liquid is available in a 150 ml pack of (for INR 70) and a 10 ml sachet (for INR 5), as well as in a pack of five sachets (for INR 25).

- **Bold**

A blend of 80% coffee and 20% chicory lends this a punchy taste - typical of South Indian Filter Coffee. An instant liquid you can add straight out of the packet to some hot milk and sugar for a cup of aromatic coffee that's sure to wake you up in, well, an instant!

The iD Instant Filter Coffee Liquid is available in a 150 ml pack of (for INR 95), a 20 ml sachet (for INR 10), as well as in a pack of five sachets (for INR 60).

- **Intense**

100% pure coffee for the purists who like their coffee blended with nothing but coffee. An instant liquid made the traditional way of drip-filtering, you can add it straight out of the packet to some hot milk and sugar for the intense coffee experience you need.

The [iD Instant Filter Coffee Liquid](#) is available in a pack of five sachets (for INR 125).



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