

Dhoni backed ShakaHarry to be the first plant-based meat experience outlet at Bengaluru Airport

The Dine in cum Grab and Go outlet to offer over two dozen plant based meat food varieties to the travellers



Bengaluru, Karnataka Dec 19, 2022 ([Issuewire.com](https://www.issuewire.com)) - Shaka Harry, India's best-performing plant-based meat brand has launched its first offline experience outlet at the Bengaluru International airport. The Dine in cum Grab and Go outlet will offer over two dozen plant-based meat food varieties to travellers seeking to enjoy a quick healthy meal while on the move.

Shaka Harry is the first plant-based meat brand to open its doors to passengers traveling from the Bengaluru International Airport thereby providing delicious alternate protein options to the flexitarian population. Shaka Harry's range of meal and snacking products which are designed around Indian cuisine and palate includes; snackables and meal accompaniments. Shaka Harry delivers a healthier experience than traditional meat dishes. For a growing population, current protein sources aren't sustainably scalable. They now have a choice to shift to smarter protein alternatives without compromising on taste and texture. The airport menu specially curated by Chef Manu Chandra is designed to satiate not only hunger but also taste across the customer segment.

Anand Nagarajan, Co-founder, and CEO of Liberate Foods said, "Shaka Harry aims at aggressive growth over the next 5 years. Our first offline outlet at the Bengaluru airport is a step in that direction. Our products are doing significantly better on taste and customer response. Our airport mini restaurant will only add to the overall experience of the discerning travellers. The passenger footfall at the airport is around 30,000 per day. We are targeting 10% of the same. While people can dine in at the outlet, it will also cater to takeaways. The idea is to sample as much and expose the customers to smarter protein food options packed with the richness of health and taste. The thoughtfully designed menu offers a wide variety to customers which is a culinary treat thereby making the customer crave for more and keep trying the different options every time they travel to and from the city. Plant protein diets are inherently more sustainable and their health benefits are driving more customer adoption."

Airport travellers can rejoice in healthy versions of fast food favourites that are just like classic chicken nuggets, mutton seekh kebab, and mutton seekh Kathi rolls with an interesting twist. Moreover, there are wholesome meals and exciting combos on offer too. The menu has tempting snacks, bread n rolls, meals n more including plant-based classic chicken nugget chaat, plant-based mutton samosa, plant-based chicken momos, plant-based chicken shami pav, plant-based chicken peri fries, plant-based mutton keema stuffed paratha and kaali dal, chatpata plant based mutton seekh Pav, plant-based chicken shami sliders, plant-based mutton keema dosa, plant-based mutton keema khichdi with tadka, plant-based bhuna mutton rice bowl, plant-based mutton biryani and lots more. All products and condiments are 100% plant-based.

Recently, Indian cricketer, MS Dhoni picked up equity in Shaka Harry on the backdrop of the company had earlier received USD2M in a seed funding round by global investors.

Shaka Harry is currently serving over 30,000 customers across 10 cities monthly, and expects to triple this number in the next few months.

About Shaka Harry

Liberate Foods Pvt. Ltd., a plant protein company with a meat alternate line, Shaka Harry, is founded by proven founders with prior experience and success in scaling businesses in India and globally. The co-founders include Anand Nagarajan, Sandeep Devgan, Hemalatha Srinivasan, Ruth Renita, and Anoop Haridasan. The co-founders and leadership team consist of specialist, functional leaders with extensive experience in the food sector.

Shaka Harry products have a distinct advantage with access to proprietary taste and flavour solutions coupled with the brand's partnership with Chef Manu Chandra, one of India's top chefs. Shaka Harry aims at reaching every Indian household for their choice of plant-based protein. The company's products have zero trans-fat and are cholesterol free.

For more information, visit www.shakaharry.com



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