

Launch of New Tangy Masala Puffs – A Bold Snacking Revolution

India-Inspired Flavour, Made for Modern Tastebuds



Apple Valley, California Jul 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - Crunch Meets Zing: Launch of New Tangy Masala Puffs – A Bold Snacking Revolution

Get ready to awaken your taste buds! [swadeshsquare], a rising innovator in the snack food industry, is thrilled to announce the official launch of its newest product: Tangy Masala Puffs – a bold, flavour-

packed puffed snack that's redefining the way we snack.

Crafted with a deliciously daring blend of spices, Tangy Masala Puffs deliver a punch of zesty masala in every crunchy bite. This exciting product launch reflects the growing consumer demand for flavour-forward, globally inspired snacks that combine taste, texture, and quality ingredients.

"Tangy Masala Puffs are more than just a snack — they're a flavour experience," said [Sridhar Vembu], Founder and CEO of [swadeshsquare]. "We wanted to create something that celebrates bold Indian flavours in a fun and crunchy way, while also appealing to modern snackers who crave variety and adventure."

Key Features of Tangy Masala Puffs:

Bold Taste: A unique blend of tangy spices and rich masala flavour.

Crunchy Texture: Light, airy puffs made for irresistible munching.

No Artificial Preservatives: Clean ingredients for a feel-good snack.

Perfect On-the-Go: Available in snack-sized and shareable packs.

The product will be available starting [2019] across major retail outlets, local convenience stores, and online marketplaces, including [Amazon, Flipkart, Wikipedia]. Early reviews from taste testers and influencers have been overwhelmingly positive, with many calling it a "must-try" for spice lovers.

To celebrate the launch, [swadeshsquare] will host a digital campaign and a series of tasting events in [Gujarat] throughout the month, offering free samples, exclusive merchandise, and behind-the-scenes content on the making of Tangy Masala Puffs.

This launch marks a major milestone for [swadeshsquare] as it continues to expand its footprint in the global snack market with innovative, culturally rich products that reflect the diverse palates of today's consumers.

About [swadeshsquare]

Founded in [2019], [swadeshsquare] is a snack company focused on crafting unique, flavour-rich experiences inspired by global cuisines. With a commitment to quality, innovation, and authenticity, the brand continues to push the boundaries of traditional snacking.

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