

WTCE spotlight: 4700BC's innovative and unique snacks



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[4700BC](#) is a one-of-a-kind snacking brand that offers a range of innovative and unique products. A journey that began with popcorn has now amassed a portfolio in many more snacking categories ranging from crunchy corn, protein pops and chips to rice crackers, assorted nuts as well as sweet corn. Its endeavour has always been to create better-for-you snacks, redefining run-of-the-mill snacks one innovation at a time.

Since its inception in 2012, 4700BC has been on a journey to become a global phenomenon with a presence in over nine countries. Its products have taken to the skies on the menus of international and domestic airlines such as Qatar Airways, Air India, and AirAsia.

With an unwavering focus on quality and innovation, 4700BC has established itself as the ultimate brand for the modern, discerning snacker. Its wide range of products caters to every taste and preference. As a trailblazer of better-for-you snacking, 4700BC is poised to lead the future of this industry, setting new standards of excellence and elevating the snacking experience to new heights.

Some of the products the company will highlight at WTCE Hamburg this year are:

- **Chips+:** Experience the future of chips with Corn Chips+. Made with 100 percent corn, minimal oil, and seasoning, the unique popping process creates a chip 60 percent lower in fat than regular chips. The irresistible flavour will have you reaching for chip after chip. Indulge guilt-free with Corn Chips+.

THE CRUNCHIEST A CORN CAN BE



Crunchy Corn is made with Non-GMO Corn and provides a delicious crunch and a rush of flavour

- **Crunchy Corn:** This snack chose to be the crunchiest you've ever tried. Crunchy Corn is made with Non-GMO Corn and provides a delicious crunch and a rush of flavour. Take it to the workplace, or parties, or enjoy it on the move; it's ideal for every situation. However, be aware that its loud crunch may draw some attention!
- **Protein Pops:** Protein Pops (Makhana), the superfood with a flavorful twist! At 7-10% natural plant protein, it's perfect for healthy living or just for its delicious taste. Irresistibly crunchy and coated with signature flavours, indulge guilt-free in healthy snacking with Protein Pops. Satisfy your cravings with a protein-packed snack that's as healthy as it is tasty.
- **Butter Popcorn:** Our premium butter popcorn — the perfect snack that never goes out of style. Made with non-GMO corn, gluten-free and only 130 calories, it features jumbo kernels for a perfect crunch. With unparalleled quality and subtle yet comforting flavour, this iconic treat will take you back to childhood memories in every bite.
- **Ready-to-eat Gourmet Popcorn:** 4700BC's introduced India to Gourmet Popcorn. This Premium Popcorn in India now dominates the Indian market and is growing in international markets. It's made with non-GMO corn, gluten-free and while keeping the healthy part in mind don't forget about the

finest taste, indulgent flavours and quality in the pack.

● Rice Cracker: Rice Crackers by 4700BC are exclusively produced for airlines and are 4700BC's attempt at keeping consumers healthy and light during long and sometimes turbulent flights. This pack is made with utmost care keeping the occasion of consumption in mind, so don't wait and start munching on your to-be favourite flight snack.