

VKL MENU SOLUTIONS

Salsamis
 Sausages
Burger
 Fried Snacks
Soup Mix
 Multipurpose Sprinkler
 Sauce Premix

Bakery Solutions
 Mayonnaise Flavors
 Desserts Fingers
Beverage Mix
Nuggets
 Rubs Vegetable Products
 Breakfast Solutions
Glazes

Formed Products
 Enforced products
 Gravy Mixes
 Meat Products
 Marinades

QSR DIVISION



VKL Seasoning Pvt. Ltd.



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Discover innovative food solutions
that add value to your menu.

"As one of the World's largest QSR chain, from our launch in India nearly 20 years ago till today, VKL continues to be our 'Go-To' supplier for all our seasonings and flavor needs. We are delighted with their willingness to understand our unique needs, and help us adapt our global offerings for the Indian market. Some of our most successful offerings have been a result of our work with the VKL team."

– Managing Director
of a leading QSR Chain

"Our QSR system requires delivery of multiple SKUs in 12-13 different countries throughout Middle-East. Over the past several years, VKL has an impeccable record of ensuring timely delivery and adequate stock availability. They are one of our most reliable suppliers across all ingredients."

– VP Supply Chain
of a multinational QSR Chain

"VKL's strong network of relationships with manufacturers of virtually everything that a restaurant needs, such as breads, sauces, beverages, desserts; makes it very convenient and practical to work with them, as well as, to dramatically improve 'speed-to-market' for our periodic new introductions and LTOs."

– Owner of
an Indian QSR Chain

VKL delivers innovative food solutions to leading Quick Service Restaurants (QSRs) across the world

“ I always look forward to the VKL Demo Days, when their team comes and presents fully developed menu ideas to our team. Those sessions are enlightening, and we have commercially launched several items in our menu based on these ideas. Their understanding of what will work for the Indian consumers make us sit up and listen to them.”

– Head of Product Development
of a leading Burger Chain

560
Million Burgers
relished with VKL Seasoning every year



45 Million Kgs of Fried Chicken
made with VKL Seasoning every year



65 Million Pizzas
savored with VKL Pizza mixes each year



7 Million French Fries
sprinkled with VKL Seasoning



Partner with the pioneers of QSR seasonings from India



In 1994, VKL pioneered the creation of seasonings capability in India to cater to the QSR segment. Today, we deliver innovative food solutions to all the leading QSRs. We rely on our knowledge of Indian, Middle Eastern, African and Western food habits to serve both Western and Indian formats. Our team has a proven track record in creating new menus, new tastes or in recreating an existing taste while maintaining a quick turnaround time, conforming to global regulations at a highly competitive price.

How we do it

The VKL QSR team studies your menu and comes up with product ideas that can add excitement, freshness and create opportunities to upsell items to consumers. Then we typically set up a DEMO DAY where we come and convert these ideas into reality, right in your kitchen, and make you actually taste and experience them. Once we narrow down to the winning products, we then tailor the process to fit your kitchen equipment and workflow.

Our chefs and food experts work continuously to bring you food solutions from all the parts of the world. Our amazing product library has solutions for you from all continents.

- Rice Preparations
- Desserts
- Coatings/ Breadcrumbs
- Pasta/Noodles
- Sausages Salami
- Grilled Meats
- Gravy Mix
- Sauces
- Hot Dogs
- Grilled Veggies
- Soups
- Flavored French Fries
- Potato Wedges
- Fried Chicken
- Burgers
- Dips
- Starters/Finger Foods
- Beverages

We supply to over 70% of India's most reputed food and beverage companies and to customers in over 40 countries.

VKL Seasoning. Creating great food solutions since 1935.



The segments we serve across the world



Food solutions across the QSR category



Your partners in innovation

Our motto is to surpass our client expectations, to build a strong working alliance, to create a winning situation. We accomplish this through our innovative and delicious food solutions using technical expertise balanced with culinary inputs by our product solutions team.

Segments we serve

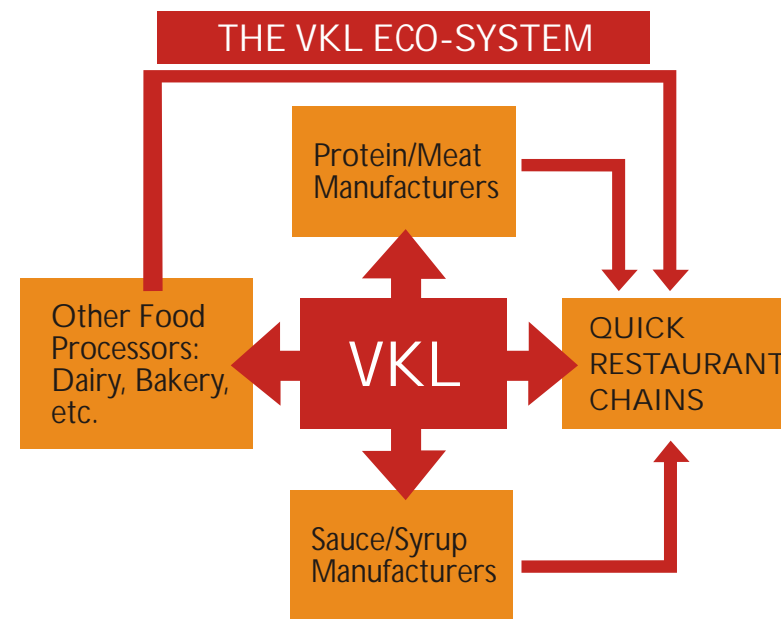
We are amongst the pioneers in the Indian Food industry for flavor solutions and have earned our place in the world which led us to service all the major players in the industry. Our presence in India, Middle East and Africa for the prominent industry players has made us the single largest seasoning manufacturer from India.



Our Customer Base

We understand our customer systems better

Our clientele are interlinked for their requirements and mainly involve the following:



QSR Product Categories



Meat and Vegetable Seasonings:

We provide solutions to flavor your proteins with the best and stable flavor profiles

- Marinades, Rubs, Glazes
- Seasonings for formed products like Burger, Nuggets, Fingers, etc.
- Seasonings for enforced products like Sausages/Salamis etc.
- Formed vegetarian products like burgers, Nuggets, etc.



Sauce Seasonings:

Create your own sauce with our wonderful seasonings

- Dry premixes for water and cream reconstitution
- Seasonings for mixing with Mayonnaise or Tomato Base



Soups and Gravy Bases:

Our soups and gravy bases offer simple solutions with addition of minimum fresh ingredients, making it a consistent product with the most authentic touch



Sprinklers

Our Sprinklers add a unique twist to your existing products. Try it on Fried Chicken or French Fries, Salads or Sandwiches, Pastas or Noodles, Rice or Gravies, you will always find this a simple and the most effective solution to differentiate your products.



Bakery Solutions

Our experts work continuously to get you the desired texture with a unique flavor. Don't forget to try our flavored breads to get an awesome taste. Our cake premixes are convenient to use yet the best in the market.



Beverages

Try our premixes/seasonings to get a wonderful experience and twist of flavors. Select from all clear beverages/smoothies range to complete your menu.



Breakfast Solutions

Uniquely convenient to use. Try from the range of Oats and Porridge with mind-blowing tastes and flavors.



Desserts

From Hot Volcano Cakes to Cold Mousse premixes, we bring a variety of concepts for finishing your menu with a sweet note.

MCDONALDS DOMINOS PIZZA HUT TACO BELL CAFE COFFEE DAY DUNKIN DONUTS
 KFC UNITED DAIRY ARROW NESTLE NABIL PARLE AGRO BRITANNIA AMERICANA
 CHILIS ITC AMUL BUSTAN MACARONI UNILEVER DUNKIN DONUTS DOMINOS
 TACO BELL CAFE COFFEE DAY DUNKIN DONUTS KFC UNITED DAIRY ARROW NESTLE
 NABIL PARLE AGRO BRITANNIA AMERICANA CHILIS ITC AMUL BUSTAN MACARONI
 UNILEVER DUNKIN DONUTS DOMINOS PIZZA HUT TACO BELL CAFE COFFEE DAY
 DUNKIN DONUTS KFC UNITED DAIRY ARROW NESTLE NABIL PARLE AGRO BRITANNIA
 AMERICANA CHILIS ITC AMUL BUSTAN MACARONI AMERICANA CHILIS ITC AMUL
 BUSTAN MACARONI UNILEVER DUNKIN DONUTS DOMINOS PIZZA HUT TACO BELL

Adding winners to your menu



Integrated menu solutions, from identification to conception to creation



Partnering with us works to your advantage

Complete menu solutions

We provide integrated solutions that include mapping of the product, the product positioning and the creation of the menu itself.

Consistent quality

Our eight decades of spice heritage, complete traceability of ingredients, robust SCM for consistent rates through the year and Quality Analysis give you consistency across regions and time period.

Authentic end-product experience

You can replicate fresh ingredient recipes easily with VKL food solutions such as gravy mixes, soups and beverages, among others.

Spice heritage

Our spice heritage as well as our in-house sourcing and processing capabilities ensure VFM solutions, authenticity, quality, low lead times and zero-compromise on uniqueness and innovation. Thus, you get good quality, purity (we procure our material/ingredients directly from the source) and full traceability of our products across the chain.

Innovation

Our local and global trend spotting, high technical capability and in-house flavor division enables us to deliver quick results.

Convenience

Our food solutions are customized as per your restaurant kitchens, simple to use and need minimum additional ingredients.

Best service

We have got a quicker turnaround time as compared to our competitors. Our customer service provides you with continual support right from the order receipt to delivering you consignment at the factory. We also provide post sales documentation and technical support at any given point of time.

Making your operations simpler

We provide inputs and solutions for all the below parameters:

- Operations
 - Simple menu solutions with minimum steps involved
 - Consistent product quality
 - Quick service time as minimum pre-preparation is required
- Purchase
 - Getting the products at desired price levels
 - Insights on market for impact on price
 - Cost saving projects
 - Fixed price throughout the contract period
 - In-house flavor division to cater our requirements at a competitive cost
- Marketing
 - Help in product positioning
 - Timely updation on current market trends
 - Competitive pricing
- Product development
 - Access to our chefs and technologists
 - Access to our ever expanding library of concepts
 - Proactive presentations and suggestions in line with the current marketing trends
- Research and insight
 - Access to various research tools helps us understand the market
 - Interactions with end customers to understand their preferences
- Partnership advantage
 - In-depth understanding of customer systems
 - Customized products
 - Quality at unbeatable value
 - Ease of operations
 - Consistent products

VKL Five Point Contact System

At VKL, we respect your time and hence we allow customers to access our resources at multiple levels. This helps us squeeze the time lines and keep the information flow intact.

