

FAQs

a. What is Kurkure made of? What are the ingredients used to create my favourite snack?

Kurkure is a 100% safe snack made from trusted, high quality ingredients like rice, corn, besan, salt, vegetable oil and spices all of which are daily kitchen ingredients in every household. All information regarding the ingredients used in Kurkure is clearly mentioned on its label. All our ingredients meet stringent food safety, quality and regulatory requirements as per Food Safety and Standards Act, 2006, and are manufactured in state of the art automated plants certified by national and international external agencies.

b. I have received mails / messages in past indicating presence of plastic in Kurkure. Is this true?

These rumours being circulated by unscrupulous elements to spread malicious and defamatory rumours suggesting presence of plastic in our product, Kurkure are baseless. We wish to inform you that there is no truth in this rumour that you may have heard or the video that you may have seen. The product Kurkure is 100% safe, snack made from quality edible ingredients high quality ingredients like rice, corn, besan, salt, vegetable oil and spices all of which are daily kitchen ingredients in every household. We urge you to share these facts with your friends and family so that unnecessary scare is not created by such malicious videos/messages. PepsiCo will take strict legal action against unscrupulous elements spreading these rumours and has also issued a public notice in this regard. Please visit <http://kurkure.co.in/CautionNotice.pdf>

c. How safe and strong is your production process in terms of quality and regulatory safety standards?

You would be delighted to know that Kurkure is made in automated plants. These automated plants are also audited and certified by various external agencies. These certifications include HACCP (Hazard analysis and critical control point) certification by TQCSI (Australia), which confirms that products are manufactured in Food safety environment and manufacturing has adequate controls to ensure product tracking. Our Plants are also certified by the American institute of Bakery (AIB, USA), one of the best auditing body which confirms process and product safety. Our Plants are ISO 14000 certified which confirms that the manufacturing process ensures environmental safety. Our plants are also certified to ensure that the product, process, environment and people safety have been maintained at very high level and this certification is issued by OHSAS 18001-(Occupational Health and safety assessment series) - (USA). All our ingredients used in our products do meet stringent food safety, quality and regulatory requirements as per Food Safety and Standards Act, 2006, and are manufactured in state of the art automated plants certified by national and international external agencies.

d. How would we know if something goes wrong at factory / manufacturing facility of Kurkure and hence affects the quality?

Every raw material we receive in our factory for manufacture of Kurkure >(e.g. Rice Meal, Corn Meal and Gram meal) is thoroughly checked for all safety and quality parameters and if any ingredient is found not meeting our stringent internal quality parameters or those prescribed in the regulations, the same are rejected. The process of making Kurkure involves mixing of these raw materials to with addition of water, and extruded (like in vermicelli, noodle) and fried to develop taste and crunchy texture followed by the application of consumer loveable spicy flavour profile. The product is then packed into the best packaging laminate to ensure delivery of acceptable quality Kurkure to consumers. We would like to assure you that the process of extrusion used in the manufacture of Kurkure is also one of the safest processes which are now being used for making baby foods. We look forward to your continued loyalty to our best quality products and would urge you to write to us for any further information or details you would like to have with regard to our product. We wish to take this opportunity to invite you to visit any of our plants (Pune, Channo or Kolkata) along with your family and friends to get a first hand feel on the manufacturing process as well as strict quality controls we employ in manufacturing. If you have any issues, comments or any more questions that you'd like answered, please write to us at consumer.feedback@pepsico.com



e. Why do I see Kurkure burning in some videos? Does it contain plastic?

Kurkure is made from grains and edible vegetable oil and hence contains carbohydrate, proteins and fat like many other commonly available foods e.g. papads, poppadums, cooked rice etc which turn black when subjected to direct heat. Kurkure is a 100% safe snack made from trusted, high quality ingredients like rice, corn, besan, salt, vegetable oil and spices all of which are daily kitchen ingredients in every household. All our ingredients meet stringent food safety, quality and regulatory requirements as per Food Safety and Standards Act, 2006, and are manufactured in state of the art automated plants certified by national and international external agencies. Therefore do not believe rumours that Kurkure contains plastic. We urge you to share these facts with your friends and family so that unnecessary scare is not created by such malicious videos/messages.