



RESEARCH PAPER

Branding of paprika oleoresin in chilli – Challenges and opportunities

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Abstract : Chillies are integral and the most important ingredient in many different cuisines around the world as it adds pungency, taste, flavour, and colour to the dishes. Commercial red chilly oleoresins are mainly used as a spice supplied in pungency ratings between 80,000 and 500,000 Scoville units (approximately 0.6-3.9% capsaicin w/w) and a wide range of colour. Four companies based in Kerala controls more than 80 per cent of India's Rs. 2000 crore spice paprika oleoresin. In view of the competition from the China in international trade and the expanding domestic food sector in terms of readymade foods, ready to cook foods etc. revisiting the business strategy of expanding oleoresin exports felt essential. This paper identified GI granted Byadgi chilli which is essentially sweet and not so spicy and its oleoresin uses in food, cosmetics, confectionery and beverage industry. As the global oleoresin market is expected to reach USD 1.69 billion by 2022, a brand canvas was contemplated with brand elements like logo (BYOL), Slogan (Make tastier and Colorful your dishes), Packaging 100 and 500 grams tinned packaging with display of logo, slogan, USDA and FSSAI certification, ingredients, usage, manufacturing and expiry date, ASTA number and batch mark, AGMARK etc. with a long term perspective to tap European and Middle East market.

Key Words : Paprika oleoresin, Chilli, Challenges, Opportunities

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