

4700BC Unveils Its Loaded Nachos Range — A Bold New Expression of Flavour



4700BC, India's leading premium snacking brand, has introduced one of its most ambitious innovations yet — **Loaded Nachos**, a range created to redefine what nachos can taste like in a market long accustomed to lightly seasoned, predictable variants. For years, 4700BC has been synonymous with gourmet craftsmanship and bold flavour profiles, and this new launch marks the brand's most expressive extension beyond popcorn. The Loaded Nachos range demonstrates a simple yet transformative belief: nachos should not merely be carriers for dips, but flavour-first snacks that stand tall on their own.

The development of this range was a culmination of extensive culinary exploration, flavour research, and consumer insights. Across multiple cities and snacking cohorts, 4700BC found

one clear truth — consumers wanted nachos with more body, more depth, and most importantly, **more flavour**. This became the north star of the project: build nachos that aren't sprinkled with seasoning, but **loaded with it**; nachos that deliver immediate impact and a lingering finish; nachos that carry character, not compromise.



Speaking about the launch, **Chirag Gupta, Founder of 4700BC**, said, “*Loaded Nachos is our boldest step yet in widening the premium snacking category. We didn’t want to replicate what already existed. We wanted to create nachos that feel indulgent from the very first bite — thicker, crunchier, and absolutely loaded with flavour.*” His vision was complemented by an equally strong operational ambition. As **CEO Sreejit Nair** explains, “*This range demanded a different level of attention. Every flavour, every batch, every texture had to meet the standards we are known for. There is a difference between seasoning and flavouring — Loaded Nachos live entirely in the latter.*”

From the beginning, the brand set out to build a nacho that goes beyond the conventional. The chips are deliberately crafted thicker to achieve a firmer crunch that holds flavour better.

The seasoning is applied through a process engineered to enhance adhesion, ensuring every chip carries the same boldness. The flavours themselves — Pineapple Salsa, Cheese Jalapeño, Tangy Guacamole, and Korean Kimchi — are inspired by global culinary cultures but adapted for Indian sensibilities. Each profile is built with layers, not single notes: sweet followed by tart, cheesy followed by spicy, tangy followed by savoury. The flavour impact is immediate, but the finish is what makes them truly addictive.

These nachos are also made using thoughtful, clean-label principles. The range uses **Non-GMO Corn**, is **gluten-free**, contains **zero trans fat**, has **no MSG**, and is cooked in **avocado oil**, a non-seed oil naturally rich in antioxidants and known for delivering lighter, cleaner crispness. The product development team focused on a balance between indulgence and better-for-you formulation — creating a nacho that feels rich in flavour but not heavy on the palate.



Across its manufacturing operations, 4700BC maintains some of the most stringent safety and quality systems in India's snacking industry. The facility is **BRC certified**, **US FDA**

approved, Halal certified, and fully compliant with global GMP standards. Automated production lines, controlled environments, and airtight packaging processes ensure that every pack of Loaded Nachos meets international expectations of consistency and hygiene. This infrastructure has been central in allowing the brand to scale new product categories while maintaining the quality benchmarks that define 4700BC.

Loaded Nachos also play an important role in the brand's broader strategic roadmap. As 4700BC continues to expand beyond popcorn into a strong multi-category snacking portfolio, the nachos range marks a major chapter in that evolution — a category capable of mass appeal but elevated with gourmet intention. With growing consumer demand for bold, global flavours and snacks suited for at-home entertainment, binge-watching, gaming, and social gatherings, the brand believes this launch is timed perfectly.

Ultimately, the Loaded Nachos range represents the brand's deepest belief: flavour should never be an afterthought. These nachos are not accessories to dips or add-ons to meals — they are standalone, expressive snacks that bring personality to every moment. As Chirag Gupta puts it, *"We want 4700BC to be the brand consumers turn to when they crave something exciting. Loaded Nachos capture that spirit beautifully — loud, flavourful, memorable."*

With this launch, 4700BC continues its journey of reshaping the premium snacking category in India — one bold bite at a time.