

## SNACK BRAND ADUKALE

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### Abstract

With its ready-to-eat Sankethi food, this firm is carrying on the tradition, growing from a one-room setup to a 7,000 square foot facility. A company that sells quick meals, namkeens, and blended spices that is inspired by Sankethi culinary traditions.

**Keywords:** Adukale, Sankethi, namkeen, tradition

Once upon a time, a woman in Sengottai, Tamil Nadu, became tired of the political squabbling in her area and made the decision to go. Along the River Cauvery, she traveled across Coorg with her group of brothers and made her home in the Mysore-Hassan region. They ended up becoming the Sankethi community's founders. Though written Kannada, Sankethis speak a mixture of Tamil, Malayalam, and Kannada; their food also displays a similar blending of Southern tastes. "The Old Bangalore cafe and Adukale's CEO, Bharath Kaushik, say that the community's love of food and music goes back a long way." "My aunt Malathi Sharma, my parents M S and Nagaratna Ravindra, and I launched the brand in their kitchen in 2009." Sankethi Adukale, which translates to "kitchen" in most South Indian languages, was their initial offering, and their first product was rasam powder. "My father worked in sales for General Mills, the company that introduced the Pilsbury brand to South and East India. After a spell of time spent in agriculture, he launched this business in 2009 upon my relocation to the United States. They wanted to see whether there was a market for these items and whether my grandmother's cooking skills could be commercialized. She was an amazing chef. When they were in their late 50s, they began doing it as a pastime, and the rest is history, he said. They started with rasam powder and then went on to chutney powders and gojjaivalakki, which is a flattened rice dish with tempered rice. They currently sell up to 56 different goods, ranging from ready-to-eat snacks and candies to masalas and breakfast mixes. Bharath claims that the brand has grown naturally through word-of-mouth marketing; before he joined them in 2017, there had been no active marketing.



"In 2018, we launched our flagship shop in Malleshwaram. To allow people to try our items, we opened a shop in a prominent location rather than posting hoardings. According to Bharath, the Old Bangalore Cafe is designed to resemble a quick service restaurant (QSR) where customers may come for a casual meal and brand introduction in a concentrated menu. The café at this Jayanagar location is situated above a store, and its menu consists of items prepared using the Adukale line of goods. "South Indian cuisine encompasses so much more than just the staple dishes of idli, vada, and masala dosa. For example, South Indian dinners may include items like string hoppers, adai dosa, and mor kuzhambu, which are not often offered at restaurants. These goods are offered in the café, along with Bangalore-chaats made from Adukale products, such as Congress and Nippattu bhel. Nuchinunde (steamed lentil dumplings) and gojavalakki, a variety of millet-based dosas and idlis, along with snacks like churmuri and drinks like panaka (a jaggery-based drink), haalu mensina saaru (pepper milk rasam), and tambuli (buttermilk) shots, are all on the Old Bangalore Cafe's menu. In addition to the current conventional distribution routes, the former software engineer—who, by his own admission, moved "from code to kodbole"—aspires to open four of these cafés in each of the city's "cardinal points." "Our goal is to establish ourselves as the guardians of Karnataka's culinary customs," Bharath declares. He continues by saying that every product they launch adheres to the same guidelines of not using any additives and packaging goods that are typically produced on a larger scale at home. Because of this, he is certain; the majority of their consumer feedback is along the lines of "it's just like how my mum or grand mum makes it." We consider food to be sacred by nature. After trying the brand, many come back to it. He notes that it has become a common item in the luggage of returning non-resident Indians. "That comes with a lot of trepidation and it is a huge responsibility to maintain our standards," he adds.

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