



Company Brief

Zissto, owned by VinZillion Edibles Pvt. Ltd. is a brand originated in India which offers a range of authentic ready-to-cook sauces. The brand believes in good taste first, accompanied by great quality at an affordable price. Hygienically sealed in a glass jar, Zissto products serve up to a family of 4. All of their products have a 12-month shelf life from the date of manufacture. VinZillion Edibles is a convenience food company committed to offering people ease and speed in their cooking and eating needs - both at home and at work. Besides on its own website, Zissto is available across supermarkets, and e-commerce platforms such as Amazon, BigBasket, Jio Mart, and Flipkart. The brand is also spreading to other countries like the USA, Australia, UAE, etc.

Challenges

The founders recognized that to establish a global brand, regulatory compliance is paramount. With all necessary compliances in order, nothing can hinder them from becoming a globally trusted food business. They wanted support in understanding and being up-to-date with the complex and ever-changing regulations of different countries around the world.

Solutions

Ensuring regulatory compliance holds paramount significance in the realm of food businesses. It goes beyond merely possessing valid licenses, necessary registrations, and precise labels. Products must align with the specific regulatory mandates of the country. Our client proactively sought the expertise of Food Safety Works at an early business stage. Ongoing engagement with our regulatory experts ensures the client stays well-informed about pertinent regulatory changes in both India and worldwide. This consistent collaboration instills the confidence our client seek as they navigate the expansion of their business.

"Indian Sauces and Curry pastes are a new and evolving category and we have relied on Food Safety Works to help us provide the guidance on food safety and regulatory services. When we wanted to export these products to the US, Australia, and other countries, they helped us ensure that we met all the product requirements as well as the labelling requirements for the respective countries. Their thoroughness with the work and their deep technical knowledge has really helped us in our growth."

Kanhai Porecha, Founder, Zissto

Value Proposition

Ensuring regulatory compliance from the very early stage helped the company to do business both in India and overseas without any hindrance.