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GRILLED ICE CUBES

☐ Viral Food Trend in China



CouldThisBecomeanExportOpportunity

WHAT ARE GRILLED ICE CUBES



Translucent edible cubes are placed briefly on a hot grill.



They can be brushed with spicy sauces and finished with cumin, chili flakes, garlic, and seasonings.



Their unusual appearance makes them highly social-media friendly.

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THE IMPORTANT TWIST



⚠ It's not simply ordinary frozen water ice.



The viral concept can involve edible jelly/gel-type cubes depending on the preparation.



👉 For an export business, first identify the exact ingredients, formulation, and food classification.

WHAT CAN INDIA EXPLORE?

-  Edible jelly cubes
-  Konjac-based cubes
-  Flavoured jelly products
-  Ready-to-season snack cubes
-  Indian spice seasoning blends



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FLAVOUR OPPORTUNITIES

Give the product an Indian twist!



 Masala Chili



 Lemon Chaat



 Jeera Masala



 Mango Chili



 Garlic Chili



 Peri-Peri

Different flavours = multiple SKUs

WHO COULD BUY?

Potential B2B customers to research:

- | | |
|--|---|
|  Food distributors |  Restaurants & food-service businesses |
|  Specialty food importers |  Novelty snack retailers |
|  Private-label food companies | |

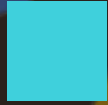
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WHY IT'S INTERESTING



A food product doesn't always need to be traditional to attract attention.



Unusual preparation



Visual appeal



Viral-content potential



International food trend



Potential for branded/private-label products

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EXPORT CHECKLIST

✓ Identify exact product composition

✓ Determine correct HS classification

✓ Check Chinese food-import regulations

✓ Verify labeling requirements

✓ Conduct required food testing

✓ Calculate landed cost

✓ Find verified buyers

✓ Send samples before bulk orders

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BUSINESS MODEL

01

PRODUCT RESEARCH

02

MANUFACTURING / SOURCING

03

FOOD COMPLIANCE

04

BUYER FINDING

05

SAMPLE ORDER

06

BULK EXPORT



Trend + Product Innovation + Verified Buyers = Export Opportunity



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