



# FLAVOUR FRENZY

## EXPORT-READY SPICE PROCESSING, BUILT FOR CONSISTENCY

FULLY AUTOMATED PROCESSING

STEAM STERILISATION

CRYOGENIC GRINDING

METAL DETECTION

ADVANCED IN-HOUSE LABORATORY

RECIPE-CONTROLLED BLENDING



Flavour Frenzy (P) Ltd.  
Kappalur, Madurai, Tamil Nadu, India





# A Modern B2B Spice Partner for Global Buyers

Flavour Frenzy Private Limited is a modern B2B spice-processing partner built around food safety, automation and batch-to-batch consistency. From pan-India sourcing and controlled processing to laboratory verification, traceability and flexible packaging, our systems support specification-led spice solutions for domestic and export buyers.

## Experience the world of spices like never before!

Established in 2024, our company is committed to crafting the highest quality, most aromatic spices using world-class production systems. We pride ourselves on ensuring that every batch of our spices is crafted with utmost quality and flavour.

Our journey begins with selecting the best suppliers who share our passion for quality and sustainability. From the fertile fields to our state-of-the-art processing facilities, each spice undergoes rigorous quality checks to ensure it meets our high standards. This meticulous attention to detail allows us to preserve the natural flavors and vibrant colors that make our spices stand out. Our commitment to excellence is reflected in the superior-grade-quality of our spices. We aim to export our premium spices to all parts of the world, delivering exceptional quality and flavour to our customers.

Experience the world of spices like never before with Flavour Frenzy and discover the essence of true culinary craftsmanship.

## Factory at a Glance



**Facility:**  
40000 sq. ft.



**Capacity:**  
780MT/Month



**Location:** Kappalur, Madurai  
(Near Chilli & Turmeric belts)



**Lines:** 3 dedicated lines  
(Chilli | Turmeric | Seed Spices)



**Core Tech:** Automated Cleaning, Metal Detector  
Cryogenic Grinding, recipe control on each line



**Cryogenic Grinding:** Premium low-temperature grinding for sensitive spices.



**Safety & Control:** Steam Sterilisation  
(SCADA-controlled) • PLC automation



**Quality:**  
Fully equipped in-house laboratory



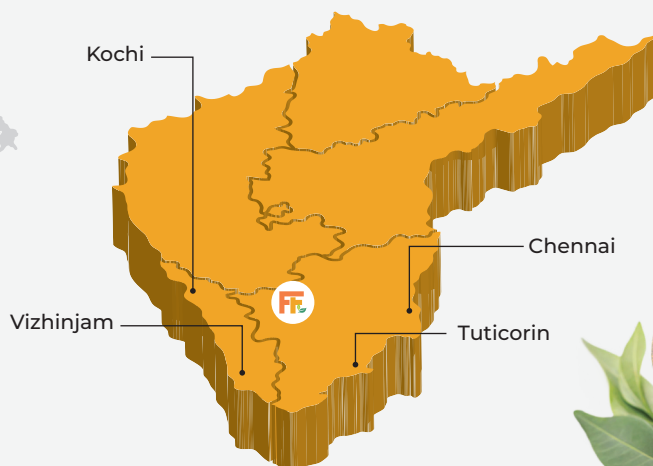
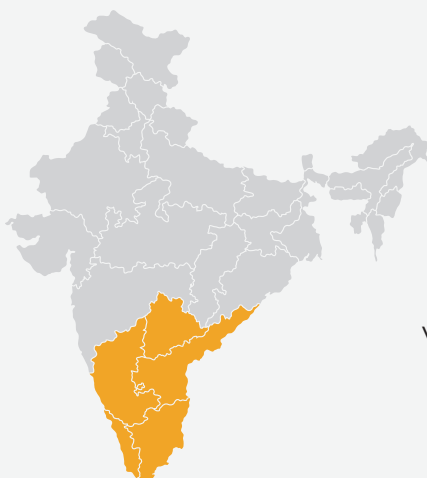
**Storage Control:**  
Cold storage + Dehumidification rooms



**Procurement:** Pan India sourcing with  
IPM-aligned procurement and traceability



**Export Advantage:** Connectivity via Tuticorin  
(Thoothukudi), Chennai & Vizhinjam ports







# Built Around Buyer Specifications

Every system in our plant is designed to help buyers achieve stable quality, controlled risk, and dependable supply-batch after batch.

## Buyer Benefits



### Consistency at Scale

Dedicated lines and controlled parameters for repeatable output.



### Cryogenic Grinding

Supports better retention of natural aroma, colour and volatile oils -buyers achieve stronger sensory quality and greater product differentiation.



### Export Logistics Advantage

Strategic access to major ports, supported by an experienced export team.



### Food Safety Focus

Validated control steps and hygienic process discipline.



### Automation & Monitoring

SCADA/PLC controls help standardise operations and records.



### Flexible Packaging

Bulk and retail formats for brands and B2B programs.



### Foreign Matter Control

Automated cleaning / sorting + in-line metal detection strengthens safety.



### Advanced In-House Laboratory

Testing and documentation aligned to buyer requirements.



### Steam Sterilisation & IPM-Aligned Sourcing

Product-treatment and sourcing options aligned with buyer and destination-market requirements.







## Dedicated Lines. Controlled Flow. High Throughput.

Our 40,000 sq. ft. facility is structured for segregation, efficiency, and hygiene-led movement, supporting consistent processing across key spice categories.



**Chilli Powder**

Focused handling for consistent colour, pungency, and grind control.



**Turmeric Powder**

Processing designed for uniform grind and stable sensory profile.



**Seed Spices**

Optimised for cleaning, sorting, grinding, and blending requirements.

### Departments under one roof

- Cleaning & Sorting
- Cryogenic Grinding
- Blending & Recipe Control
- Batch Roasting
- Steam Sterilisation
- In-house Laboratory
- Packing (Bulk + Retail)
- Cold Room
- Dehumidification Rooms
- Dispatch & Export Support







# Purity Through Multi-Stage Cleaning and Sorting

Before grinding or blending, raw materials move through controlled cleaning and sorting designed to remove unwanted matter and improve uniformity—delivering a cleaner input for safe processing.



## Key Controls:



### Automated Sorting:

Supports removal of discoloured/defective material and select foreign particles.



### Metal Detection:

Added in-line control step prior to packing in each production line.



### Screening / De-stoning / Magnets:

Strengthens foreign matter control.

## Outcome Line

- Cleaner lots
- Better uniformity
- Reduced physical contamination risk
- Improved process stability







# Precision Grinding: Cool Grinding & Cryogenic Grinding



## Processing That Protects Aroma, Colour, and Performance

Cryogenic grinding helps reduce heat impact during milling, supporting retention of natural aroma, colour and volatile oils.

## No Manual Interference, Controlled, Continuous Processing



### Grinding Profiles

Fine to coarse options, aligned to buyer specification.



### Cold Room

Helps protect quality and stability during storage



### Dehumidification Rooms

Humidity control supports moisture management and reduces caking risk.



### Process Discipline

Defined handling and controlled transitions across stages.







# Blending, Recipe Control & Batch Roasting



## Custom Blends with Recipe Control and Repeatability

Our blended spices line is designed for uniform mixing, documented recipes, and batch-level consistency, supporting stable flavour performance for brands and bulk buyers.



### Recipe Control for Blends

Standardised formulations and batch records



### Batch-Type Roasting

Controlled roasting for selected blend profiles



### Uniform Mixing

Designed for consistent distribution of ingredients



### Specification Support

Mesh/particle and sensory alignment as required



Share your target profile and market requirement—our team can support customised blends and B2B programs with consistent batch documentation.





# Steam Sterilisation

Our steam sterilisation system is designed to support microbial control while helping preserve the product's natural sensory characteristics.

## Automation Callouts:



### SCADA Control

Monitoring and recording of key sterilisation parameters



### PLC Automation

Standardised operational control across processing steps



## Controlled Hygienic Handling

We follow controlled handling practices to reduce unnecessary manual contact and strengthen hygiene across production.

- Controlled transfer & handling
- Defined hygiene zones
- Sanitation schedules
- Segregation discipline
- Batch coding and traceability support







# Quality Assurance, In-House Lab & Traceability

1,613 SQ. FT. LABORATORY | HPLC | GC | UV-VIS | TINTOMETER



## Testing, Traceability, and Batch Release Discipline

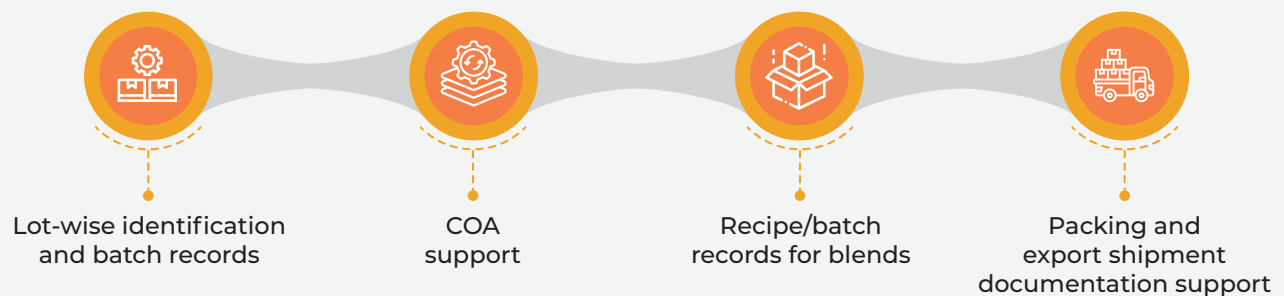


Quality is managed from incoming material to finished goods release. Our in-house laboratory and traceability practices support buyer specifications, documentation needs, and dependable supply programs.

## Testing Coverage

- ✓ **Physical & Sensory:** Foreign matter, particle size and sensory parameters
- ✓ **Physico-Chemical:** Moisture, volatile oil, colour value, NVEE, crude fibre and bulk density, as applicable
- ✓ **Contaminants:** Accredited external testing where required by the buyer or destination market

## Testing Coverage



Procurement note: IPM-compliant sourcing can be supported where specified, subject to approved raw-material availability and testing





# Compliance & Certifications

## Compliance Roadmap for Global Markets

Our systems and documentation are structured to align with global buyer expectations. Certification and audit programs are part of our compliance roadmap.

### Certified / Registered



### Planned / In Progress



### Madurai Advantage

- ✓ Madurai proximity to chilli & turmeric belts,
- ✓ With export connectivity via Tuticorin (Thoothukudi), Chennai, and Vizhinjam ports.







# Product Portfolio



## WHOLE SPICES

- Red chilli
- Cumin seeds
- Coriander seeds
- Fennel seeds
- Caraway
- Dill seeds
- Turmeric
- Black pepper
- White pepper
- Nutmeg
- Cardamom
- Ginger
- Cinnamon
- Clove



## GROUND SPICES

- Red chilli powder
- Turmeric powder
- Cumin powder
- Coriander powder
- Cumin-coriander powder
- Black pepper powder
- White pepper powder
- Nutmeg powder
- Cardamom powder
- Dry ginger powder
- Cinnamon powder
- Clove powder



## BLENDED SPICES

- Sambar Masala
- Kolambu Masala
- Biryani Masala
- Chicken Masala
- Mutton Masala
- Chaat Masala
- Peri Peri Masala
- Tandoori Masala
- Chilli Chicken Masala
- Garam Masala
- Idli Podi
- Chicken 65 Masala

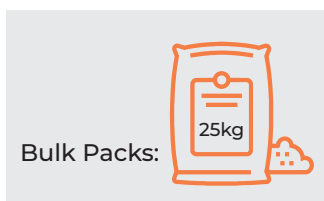
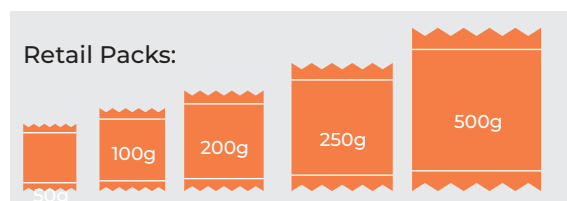


## SPECIAL CUTS

- Chilli Flakes
- Minced Chilli
- Kibbled Chilli

Custom formulations, grind profiles and buyer-specific specifications are available for B2B programmes.

## Packaging Options



(Retail and bulk formats available for B2B programs; branding/private label support can be offered on request.)





Request a Quote



FLAVOUR FRENZY

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