

JUST CRAVE™

IRRESISTIBLE MOMENTS



Year of
Establishment
2023



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Our Mission & Values

Commitment to Quality Dining:

- Focus on quality, sustainable growth, CSR, client satisfaction, and innovative product development.
- Aim to become a leading frozen snacks producer, marketer, and exporter.

Core Identity & Facilities:

- Part of Falcon Group, driven by "pure potato passion."
- Based in Gujarat, India, with cutting-edge processing facilities for frozen French fries, potato wedges, hash browns, patties, nuggets.
- Dedicated to innovation and delivering exceptional consumer experiences.

Vision: To become the most valued food company by market capitalization.

Mission: To deliver customer delight through great taste and hygienic convenience, while maximizing value creation for farmers.

Values: Integrity, Accountability, Professionalism.

High Quality Work / Quality Assurance

High Quality Work / Quality Assurance

- Focus on selecting top-grade potatoes and using advanced processing and freezing methods.
- Strict quality control at every stage—cutting, blanching, frying, freezing—for consistent excellence.
- Use of advanced packaging and ongoing innovation based on customer feedback.
- Emphasis on sustainability in quality practices.



Safety

Safety

- Rigorous hygiene and sanitation protocols.
- Continuous temperature monitoring during processing and storage; regular safety and microbiological testing.
- Meticulous allergen management and comprehensive staff training in food safety.
- Strong traceability systems, strict compliance with food safety regulations, and effective pest control.
- Use of Reverse Osmosis water throughout food preparation.

CSR (Corporate Social Responsibility)

Good Agriculture: Partnerships with local farmers practicing sustainable agriculture (crop rotation, organic methods, minimal pesticides, soil conservation, advanced irrigation, biodiversity).

Good Food: High-quality, sustainably sourced ingredients; rigorous processing and quality control to ensure freshness, safety, and consistency.

Good Operations: Streamlined processes from sourcing to delivery; use of technology and best practices to enhance efficiency and reduce waste.

Good People: Skilled and committed workforce across all functions; emphasis on learning, growth, and fair, supportive work environments.

Good Partnership: Trust-based relationships with suppliers, farmers, and distributors; shared values and collaboration across the supply chain.

CSR Commitments: Sustainable agriculture, community engagement, employee well-being, environmental responsibility, ethical practices.

Farmers Always First

- A farmer-first philosophy to boost agricultural productivity, food security, environmental sustainability, and inclusive development in rural communities.
- Agri Connect Program: Supports farmers from "seed to sale" through technology, training, bio-safe variants, and Good Agricultural Practices (GAP).

Sustainable Agriculture Initiatives:

- 100% contract farming within local radius to reduce carbon footprint.
- Encouragement of soil protection, water optimization, biodiversity.
- Precision agriculture support, including soil sensors to optimize fertilizer use (reducing runoff by up to 20%).

Media

Just Crave

We're turning up the heat, and it's getting crispy in here! Just Crave by Falcon Agrifriz Foods Private Limited is bringing irresistible frozen favorites to Aahar 2025 in just 3 days!

Get ready for a flavor explosion like never before!

- 4-8 March 2025
- Booth No: 4G-14-A & B, Pragati Maidan, Delhi

#JustCrave #AAHAR2025 #CountdownToCrave #Aahar #3daystogo
#FalconAgrifriz #Fries #Parathas #FrozenFood #CrispPerfection
#IrresistibleTaste #IrresistibleFlavour



**Straight Cut
French Fries**



Country of Origin
India

Business Type
Manufacturer, Exporter, Supplier

Brand Name
Just Crave

Type
French Fries

Color
Golden Yellow

Material
Potatoes

Packaging Type
Plastic Pouch

Carton Configuration
2.5Kg x 5 Bags & 2.5Kg x 4 Bags

Cut Type
Straight Cut

Just Crave Shoestring
French Fries



Country of Origin
India

Business Type
Manufacturer, Exporter, Supplier

Brand Name
Just Crave

Type
French Fries

Color
Golden Yellow

Material
Potatoes

Packaging Type
Plastic Pouch

Carton Configuration
2.5kg x 5 Bags & 2.5kg x 4 Bags

Cut
Thin

1000gm Coin Lachha Paratha



Business Type : Manufacturer, Exporter, Supplier

Usage/Application : Breakfast, Lunch, Side Dish

Packaging Size : 40gm X 25pc = 1000gm

Packaging Type : Plastic Packets

Type : Coin Lachha Paratha

Taste : Buttery

Material : High-quality Wheat Flour

Texture : Layered And Flaky

Brand Name : Just Crave

1040gm Just Crave Lachha Paratha



Business Type : Manufacturer, Exporter, Supplier

Usage/Application : Breakfast, Lunch, Side Dish

Packaging Size : 80gm X 12 + 1 Pack = 1040gm

Packaging Type : Plastic Packets

Type : Lachha Paratha

Taste : Buttery

Material : High-quality Wheat Flour

Texture : Layered And Flaky

Brand Name : Just Crave

780gm Just Crave Lachha Paratha



Business Type : Manufacturer, Exporter, Supplier

Usage/Application : Breakfast, Lunch, Side Dish

Packaging Size : 60gm X 12 + 1 pack = 780 Gm

Packaging Type : Plastic Packets

Type : Lachha Paratha

Taste : Buttery

Material : High-quality Wheat Flour

Texture : Layered And Flaky

Brand Name : Just Crave

Business Type : Manufacturer, Exporter, Supplier

Usage : Breakfast, Lunch, Dinner, Snack

Packaging Size : 80gm X 12 + 1 Pc = 1040gm

Packaging Type : Plastic Packets

Type : Malabar Paratha

Taste : Buttery

Material : Wheat Flour, Oil, Milk Solids

Texture : Layered And Flaky

Brand Name : Just Crave

1040gm Just Crave Malabar Paratha



780gm Just Crave Malabar Paratha



Business Type : Manufacturer, Exporter, Supplier

Usage : Breakfast, Lunch, Dinner, Snack

Packaging Size : 60gm X 12 + 1 Pack = 780 Gm

Packaging Type : Plastic Packets

Type : Malabar Paratha

Taste : Buttery

Material : Wheat Flour, Oil, Milk Solids

Texture : Layered And Flaky

Brand Name : Just Crave

Business Type : Manufacturer, Exporter, Supplier

Usage : Festivals, Celebrations, Daily Indulgence

Packaging Size : 100gm x 4 pc = 400gm

Packaging Type : Plastic Packets

Type : Pooran Poli

Filling : Jaggery, Chana Dal

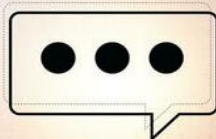
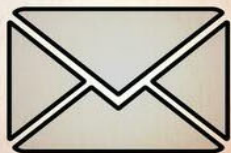
Preparation : Pre-prepared, Heat And Serve

Main Ingredient : Soft Wheat Flour

Brand Name : Just Crave

400gm Pooran Poli





Company Name

Falcon Agrifriz Foods Private Limited



Contact Person

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