

CRUNCHY
&
MUNCHY





YEARS
OF
FROZEN FOOD
LEGACY

From Seed to Shelf



Traceability at Its Core

At Just Crave, we prioritize transparency and quality through our sustainable sourcing practices, enabling us to trace our products not only to the crop level but all the way back to the seed.



Seed Development Program

We take pride in our seed development program, which allows us not only to maintain the highest standards of quality but also ensuring complete traceability, right down to the seed level.



Plant Capacity

Our state-of-the-art, fully automated processing facility is designed to efficiently produce high-quality frozen products.

Plant capacity: 15 MT / Hr (expandable)

Speciality: 3.5 MT / Hr (expandable)



OUR RANGE OF FRENCH FRIES



French Fries

(Available sizes: 6 mm, 7 mm, 9 mm, 10 mm & 11 mm)



Crinkle Cut Fries

(Available sizes: 9 mm & 11 mm)



Coated Fries

(Available sizes: 6 mm, 9 mm & 11 mm)



Skin-on Fries

(Available size: 11 mm)



Masala Fries

No palm variants, made with natural goodness of Sunflower oil are available.



OUR RANGE OF POTATO WEDGES

UNCOATED WEDGES



Skin-on Potato Wedges



Skin-off Potato Wedges

COATED WEDGES



Herbed Wedges



Lime 'N' Mint Wedges



Spicy Wedges

No palm variants, made with natural goodness of Sunflower oil are available.



OUR RANGE OF HASH BROWNS



Hash Brown Rectangle



Hash Brown Oval



Hash Brown Triangle



Hash Brown Round



Tater Totz™

Available with and without onion

No palm variants, made with natural goodness of Sunflower oil are available.



OUR RANGE OF POTATO SPECIALTIES



Burger Patty



Aloo Tikki
(No Onion, No Garlic)



Herb 'N' Chilli Patty



Slim 'N' Spicy Patty



Chilli Garlic Pops

No palm variants, made with natural goodness of Sunflower oil are available.



OUR RANGE OF ETHNIC FLAT BREADS



Malabar Paratha



Coin Laccha Paratha



Laccha Paratha



Ajwain Paratha



OUR RANGE OF ETHNIC STUFFED BREADS



Pooran Poli / Holige



Aloo Paratha



Aloo Pyaaz Paratha



ChoCoin



Your Partner in Sustainable, Delicious Convenience

Just Crave brings you a wide range of high-quality frozen vegetarian foods — from French Fries and Potato Specialties to ethnic delights. Crafted for global tastes, our products blend flavor, convenience, and consistency.

Rooted in Responsibility: At Falcon, we believe farmers are the backbone of our success. Through our Farmer Connect Program, we collaborate with 3,000+ contract farmers guided by 60+ agronomists to ensure quality from the ground up.

Our commitment to sustainable agriculture drives local sourcing, precision farming, and resource efficiency, empowering rural communities and nurturing long-term productivity. We also maintain a robust seed pipeline, supported by 200 dedicated seed farmers, ensuring exceptional quality year after year.



CERTIFICATIONS



ADVANTAGES



Evaluation and
exacting test for the quality
of raw material



Experienced and
qualified team



Modern storage
facilities



Continuous interaction
with crew to improve
performance



Outstanding handling
and packing convenience



Strong traceability
system



Testing and monitoring
at every stage

BEGINNING OF
IRRESISTIBLE
MOMENTS...



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