

SHASTHA FOODS

Home to All-Natural, Fermented
& Locally Manufactured
Indian Foods



WE ARE



A San Jose, CA-based food manufacturer, producing home-style, ready-to-cook batters, perfect for making waffles, pancakes, tacos, or crepes.

One of the largest producers of freshly ground and naturally fermented savory batters in the U.S., **with 2.25 Millions LBs sold to date.**

A 36,000 sq. ft. manufacturing and distribution facility in the heart of Silicon Valley.
A Costco-verified operation since 2022.

Present in 21+ Costco Locations and 350+ Ethnic Retail Stores with a large online footprint through Social Media and E-commerce Channel Partners.

OUR KEY PRODUCT



Dosa Batters

We produce 16 Flavors of Ready-to-cook Batters. Regular and Organic.



Millet Varieties

We bring 8+ varieties of this ancient supergrain rich in minerals and nutrients to the dinner table.



Indian Rice

We carry 20 different rice varieties, sourced from all regions of India.



Indian Coffee

Introducing South Indian coffee with Chicory and earthy notes.

WHAT IS DOSA BATTER?



- Dosa Batter is a ready-to-cook batter made with four simple ingredients: rice, lentils, water, and salt. No artificial flavors and no preservatives.
- It is certified gluten-free, certified plant-based, and Non-GMO verified.
- Naturally fermented and probiotic, excellent for gut health.
- Ready to pour, spread, and eat in less than 10 min.
- Endless possibilities – make waffles, pancakes, tacos, and crepes. The batter is super versatile.

WHAT IS OUR SPECIALTY?

The batter preparation takes nearly 24 hours with 40+ utensils.

We offer this 24-hour effort in a 30 Oz. container. Stays refrigerated for 14-days

Pour, Spread & Flip – a three-step process for a perfect Dosa every time.

No special utensils are needed. Standard waffle / pancake maker, or non-stick pan.



THE MARKET GAP



- **Diverse Gluten-free product:** Shastha Dosa Batter is great for growing number of shoppers who buy GF products for gut health and performance. Our lentil-based batter is naturally gluten-free and offers a nutrient-dense, clean-label food option.
- **Cultured Comeback:** Today's marketplace offers a range of dairy-based, mostly sweet cultured products. Shastha Dosa Batter is a fermented "savory waffle/pancake" that offers the same gut health benefits as yogurt but in a warm, satisfying meal format – savory, naturally fermented, and probiotic.
- **Restaurant-style home meal:** Shastha Dosa Batter, made fresh using the traditional stone-grinding process, delivers a restaurant-quality, "from-scratch" experience to the home kitchen in a ready-to-pour, refrigerated format.

VALUE TO THE MARKET PLACE



- Widen the portfolio of Gluten-Free and Fermented foods offerings.
- Satisfy the needs of growing GF shoppers while giving them a restaurant-style meal option.
- Attract the Asian Indian diaspora in your stores.
- Certified for authenticity – Plant based, gluten free, non-GMO and certified organic.
- Freshly made, locally in our facility in San Jose, CA with high-quality ingredients.
- High-frequency staple with strong repeat customers.
- Organic and millet options align with wellness demand.
- Privately owned, minority owned.



ENDLESS VARIATIONS



**A Dosa Pancake
is packed with:**

Calories: 73.3

Total Fat: 0.16g

Carbohydrates: 15.33g

Protein: 2g

GLOBAL PANTRY



In 2026, the global pantry is no longer a niche section. It is the destination where bold flavors meet high-performance nutrition.

We address the Protein + Fiber Synergy with our nutrient-dense millet-based pastas. They provide sustained energy and gut-healthy satiety.

Sourced from farmers across India, we bring a wide range of Indian rice varieties, a staple in Asian Indian households.

Our South Indian coffee serves as the ultimate functional brew, blending artisanal heritage with chicory-infused flavors.

MILLET PASTA



- Pasta made from 5 Millet varieties
- Great source of minerals, fiber, and protein.
- Includes tasty curry powder for flavor.
- Easy-to-cook noodle varieties are also available.

WHAT IS OUR SPECIALTY?

Good source of
Protein and Fiber

Less than 10-min.
Prep time

Multiple varieties to
select from

Taste-maker
included



INDIAN RICE VARIETIES



- From standard rice varieties to ancient grains, we have a wide range.
- Our rice is sourced directly from farmers in India.
- Great for making Indian Pilaf, Spanish Rice, or Paella.
- Customizable sizes for individual, family, or bulk needs.
- Large distribution capacity to supply across the U.S.
- Organic varieties available

WHAT IS OUR SPECIALTY?

Traditional, Heritage
and Organic Rice
Varieties

Sourced ethically
from all four regions
of India.

2LB, 5 LB or Bulk
Packs Available



INDIAN RICE VARIETIES



Traditional

Traditional



Heritage

Organic



SOUTH INDIAN FILTER COFFEE



- Specialty South Indian Coffee in an easy-to-make, ready-to-mix decoction
- Consumer-friendly pouch for ease of use and storage
- Chicory added for the authentic nutty and earthy taste
- Packaging can be customized as per your requirements

WHAT IS OUR SPECIALTY?

The Cortada of
the East.

Ready to Mix
Decoction

Chicory Infused



MARKETING SUPPORT



- **Product launch program** that includes tasting events and demos at the store locations.
- **Engage Social Media influencers** to cover the launch – Successfully done in Seattle and Dallas.
- Special promotional pricing and coupons for the launch week.
- Publicize the product launch through our social media channels, notably Meta and YouTube.



SUPPLY CHAIN



- **EDI Capable:** Our systems are ready to connect with your electronic data interchange for inventory/order placement.
- **Reliable Freight Network:** With 20+ years of experience, we have a network of preferred carriers ensuring an on-time delivery rate to regional distribution centers.
- **Flexible Freight Terms:** We can provide a quote for both FOB (Pick-up) and Delivered (Landed) pricing to accommodate your preferred logistics model.
- **Standardized Palletization:** All shipments adhere to GS1-128 labeling standards.

GIVING BACK TO COMMUNITY



- Building a community, supporting and fostering relationships, has been at the heart of our vision.
- We contribute 25% of our after-tax profits to various local community organizations.
- **Our work with the differently abled youth at the Inclusive World has been ground-breaking.**



THANK YOU!

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