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**COLLEGE OF ENGINEERING & TECHNOLOGY**

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**(AUTONOMOUS)**

**DEPARTMENT OF AGRICULTURAL  
ENGINEERING**

**IV YEAR – 07<sup>TH</sup> SEMESTER**

**OFD352:TRADITIONAL INDIAN FOODS**

**UNIT 4: COMMERCIAL PRODUCTION OF  
TRADITIONAL FOODS**

**FROZEN FOODS**

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## **Types of Frozen Foods Marketed**

1. Vegetable-based frozen foods: Peas, carrots, cauliflower, and mixed vegetables.
2. Meat and poultry-based frozen foods: Chicken nuggets, samosas, kachoris, and meatballs.
3. Seafood-based frozen foods: Fish sticks, shrimp, and squid rings.
4. Bread and bakery-based frozen foods: Naan, paratha, and bread rolls.
5. Snack-based frozen foods: Pakora, bhajiyas, and onion rings.
6. Meal-based frozen foods: Complete meals like biryani, pulao, and curries.
7. Dessert-based frozen foods: Gulab jamun, jalebi, and kulfi.

## **Frozen Food Categories**

1. Individually Quick Frozen (IQF): Foods frozen individually for easy use.
2. Block Frozen: Foods frozen in large blocks for institutional use.
3. Ready-to-Cook (RTC): Frozen foods that can be cooked directly from the freezer. Ready-to-Eat (RTE): Frozen foods that can be consumed directly from the freezer.

## **Market Trends**

1. Growing demand for convenience foods: Busy lifestyles drive demand for easy-to-prepare frozen foods.
2. Increasing popularity of online grocery shopping: Online platforms make frozen foods more accessible to consumers.
3. Rising interest in health and wellness: Consumers seek healthier frozen food options with clean labels and minimal processing.

## **Conclusion**

- The frozen food market offers a wide range of options, from vegetable-based to dessert-based frozen foods. Understanding the different types of frozen foods, categories, and market trends can help manufacturers and marketers cater to changing consumer preferences.

## **Frozen foods - turn over**

### **Factors Affecting Frozen Foods Turnover**

1. Seasonality: Demand for frozen foods varies by season, with peak demand during holidays and special occasions.
2. Storage and Handling: Improper storage and handling can lead to reduced quality, spoilage, and decreased turnover.

3. **Product Variety and Quality:** Offering a diverse range of high-quality frozen foods can increase turnover by attracting a wider customer base.
4. **Marketing and Promotion:** Effective marketing and promotional strategies can increase visibility, drive sales, and boost turnover.
5. **Competitor Activity:** Monitoring competitor activity and adjusting pricing, promotions, and product offerings can help maintain market share and turnover.

### **Strategies to Improve Frozen Foods Turnover**

1. **Implement Efficient Inventory Management:** Regularly review inventory levels, track sales data, and adjust stock levels accordingly.
2. **Offer Attractive Packaging and Pricing:** Use eye-catching packaging and competitive pricing to attract customers and drive sales.
3. **Develop Strategic Marketing Campaigns:** Create targeted marketing campaigns to promote frozen foods, highlighting their convenience, quality, and value.
4. **Expand Product Offerings:** Introduce new and innovative frozen food products to cater to changing consumer preferences and trends.
5. **Enhance In-Store Experience:** Improve the in-store experience by providing attractive displays, clear labeling, and knowledgeable staff.

## **Benefits of Improved Frozen Foods Turnover**

1. **Increased Sales and Revenue:** Improved turnover leads to increased sales and revenue.
2. **Reduced Inventory Costs:** Efficient inventory management reduces storage and handling costs.
3. **Enhanced Customer Satisfaction:** Offering a diverse range of high-quality frozen foods enhances customer satisfaction and loyalty.
4. **Competitive Advantage:** Improved turnover and efficient inventory management provide a competitive advantage in the market.