

Marketing

## Tupperware enters glass category, launches steel container for first time in India

With its foray in the steel and glass products, the brand aims to attract loyalty from the consumer base. The brand will continue to add products across steel, glass, porcelain, melamine and other materials as per consumer expectations



31 shares



Tupperware India, a global premium homeware brand based in Orlando, US, has announced its foray into the glass category. The brand also strengthened its steel portfolio with the launch of steel containers for the first time in India.

As the brand marks its 25th year in the country and 75 years globally, it plans to widen the product range in line with its consumer-focused, material-agnostic approach. With the foray in the steel and glass products, the brand aims to set new benchmarks and attract loyalty from the consumer base. The brand will continue to add products across steel, glass, porcelain, melamine and other materials as per consumer expectations.

The chic-looking newly launched glass and steel products serve multiple purposes of storing, serving and eating. The glass containers are oven and microwave-safe as well. With most consumers working from home, this is irrelevant to the product; change to something relevant. These functional products help them store and serve food fresh any time through the day. The wide range of products across its porcelain, steel, glass, plastic and melamine range have helped consumers prep, cook, serve, and store food efficiently.

Here's a sneak-peak into Tupperware's all new glass and steel products:

### 1. ClearStack Glass Set



These multipurpose boxes ensure that your food looks, tastes and smells great for long. Made of toughened glass, these boxes are scratch-resistant, 100% leak-proof, stain-proof and leach no chemical into your food. It is perfectly safe in the microwave, dishwasher, oven, and freezer.

Price: Rs 1920

### 2. Steel Containers



These air-tight containers allow you to keep your food fresh in the fridge or when you're on the move. These containers are spill-proof and keep all the nutrients intact. They are easily stackable and have a modular design.

Price: Rs 1770