Bolas Single Serve

Background

India’s healthy snack category is growing rapidly, driven by consumers seeking nutritious and convenient options. There is a strong rise in demand for products such as roasted nuts, makhana, granola bars, multigrain chips, and protein bars.

Insight

The single-serve snack segment has grown 60% faster than traditional formats, fuelled by on-the-go lifestyles. These convenient, portion-controlled packs offer portability and freshness. Bolas identified this opportunity, building on its existing strength in dry fruits and nuts.



Idea - While single-serve packs cater to the on-the-go consumer, Bolas wanted to create packaging that looked premium yet approachable, avoiding the loud, over-bright FMCG aesthetic. With over ten variants, flat colors were restrictive. Inspired by the classic red-and-white popcorn cup pattern-iconic and nostalgic-the design evokes warmth and familiarity while allowing flexibility through multiple color combinations.



Personality - Healthy | Trustworthy
Energetic | Confident | Modern & Premium




Bolas®
SALTED PARTY NUTS
Bolas
Bolas®
PERI PERI TRAIL MIX
Bolas
PROTEIN RICH.
HIGH ON FIBRE.
Images are for illustration purpose only.


Bolas®
PUMPKIN SALTED
DRY ROASTED
NOT FRIED
PROTEIN RICH
HIGH ON FIBR
Images are for illustration purpos
Bolas
Bolas®
SUNFLOWER PERI PERI
DRY ROASTED
NOT FRIED
PROTEIN RICH.
HIGH ON FIBRE.
Images are for illustration purpose only.
Bolas


SMALL PACK
BIG IMPACT
Bolas®
SALTED CASHEW
DRY ROASTED
NOT FRIED
PROTEIN RICH
HIGH ON FIBRE
Bolas®
SALTED CASHEW
DRY ROASTED
NOT FRIED
PROTEIN RICH.
HIGH ON FIBRE.
Images are for illustration purpose only.
Bolas®
POWER-SNACK PACKS
PROTEIN RICH
HIGH ON FIBRE
Bolas®
POWER-SNACK PACKS


Bangalore Mirror
BOLAS LAUNCHES POWER PACKS
INTRODUCTORY OFFER ON SALTED PISTACHIOS 25g
BUY 1 GET 1 FREE
MRP ₹60/-
THE OFFER IS VALID ONLY IN BOLAS STORES. 2nd/3rd AUG
Bolas SALTED CALIFORNIA PISTACHIOS
DRY ROASTED NOT FRIED
PROTEIN RICH. HIGH ON FIBRE.
25g Pack
5.3g Protein
2.5g Fibre.
MRP of these packs is ₹49/-
DRY FRUITS | NUTS | SWEETS & MORE
FACTORY PRICE ADVANTAGE
Bolas


Bolas®
POWER-SNACK PACKS
SMALL PACK
BIG IMPACT
PROTEIN RICH - HIGH ON FIBRE
NORCOOL
SAY NO TO TIME CRUNCH
MOLSI'S
DRY FRUITS AND NUTS!