

HAPPIYUM™



**TOP MANUFACTURER & EXPORTER
OF PREMIUM QUALITY
FROZEN SNACKS IN INDIA**

The Potato Journey of Frozen Goodness

At HAPPIYUM, we turn the finest potatoes into the most perfect frozen snack that our customers can enjoy. Whether it is fries and burger tikkis or golden hash browns, our products can bring repeatable taste, texture, and performance in every batch. With a reputation amongst leading QSRs, retailers, and food service brands, we bring together quality ingredients and manufacturing processes, applying advanced technologies to help us achieve all the demands on time and on scale.



Vision

To be the largest producer of potato snacks, focused on quality, perfect taste, and providing good support to farmers. We want to develop items that help to quench hunger, but do not stop there; they build warmth and joy everywhere.



**Convenient
Packaging**



**Variety of
Options**



**Premium
Ingredients**



From Soil to Freezer- We Love Potatoes!

- An effective distribution chain that does not delay
- Scalable solutions that maintain the same quality in all the batches
- Products that are certified and facilitate customs and audits
- A partner that knows how complicated is export logistics
- Pack customization, language customization, and branding

**BECAUSE WE ARE
HAPPIYUM**



Contract Farming



Advance Cold storage



State-of-art Facility

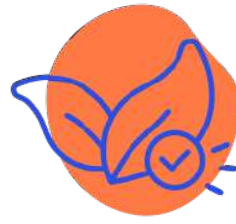


Supply chain

At Happiyum, we believe the potato is more than just a crop it's a canvas for culinary innovation. From our cutting-edge facility in India, we produce a wide range of frozen potato products, including French fries, nuggets, smilies, hash browns, burger tikkis, and whole potatoes. With a commitment to quality, sustainability, and global compliance, we serve fast-food chains, retailers, and distributors Pan India and across the USA, Europe, and Middle East.



Ready in
3 mins



100%
Vegetarian



No Added
Preservatives





HAPPIYUM – EXPORTING QUALITY, CONSISTENCY, AND TRUST



A GLOBALLY TRUSTED EXPORT PARTNER

Happiyum has been continuously increasing its export base all over the world. At present we deliver foodservice and retail customers to large global markets. We are aware of the regulations of each region, packaging preference, halal or vegetarian compliances, so we can provide a smooth process, inquiry to delivery.

With our base in India, we also enjoy strategic shipping and cost effective scalability, enabling us to handle high quantities without any quality or delivery compromises.

With partnerships with leading cold chain providers and supply chains, we ensure timely delivery to every part of the world.



When you are a food importer, HORECA supplier or reseller who seeks to meet his export requirement with a reliable potato food processing company, then Happiyum, a potato food processor with an export license awaits to assist you. We have achieved quality certification, service excellence and have won various long term international partnerships based on these principles.

OUR EXPORT PORTFOLIO – DELIVERING INNOVATION ACROSS BORDERS

Our product range at Happiyum is made to fit the range of requirements of our international food clients, everything starting with fast-paced QSRs through to institutional facilities and retail brands. Our frozen-ready and shelf-stable potato products are quite uniform and reliable in terms of quality, flavor, and performance.

FROZEN POTATO PRODUCTS

Perfect for foodservice and retail freezer sections



French Fries

Available in multiple cuts and sizes for versatile use



Potato Nuggets

Crispy outside, fluffy inside; ideal for snack platters



Burger Patty

Traditional Indian-style patty, great for burgers and wraps



Potato Hash Browns

Breakfast essential with a global fan base



Potato Smilies

Fun, kid-friendly snack popular in retail and school canteens



Potato Wedges

Classic or seasoned, perfect for casual dining menus

SHELF-STABLE PRODUCTS

Ideal for industrial and B2B bulk applications



Potato Flakes

Used in snack manufacturing, ready meals, and bakery



Potato Starch

A multifunctional thickener and binder for processed foods



FRENCH FRIES

Savor the minute-by-minute crispy perfection! Freshness and natural flavor are preserved by our unique process. Just oven or air-fry for guilt-free indulgence. Enjoy the best possible taste and convenience with every bite. Elevate meals with HAPPIYUM's Frozen French Fries!



STRAIGHT CUT

These are classic, smooth, and crispy. The Straight Cut Fries are designed for restaurants, cafés, and quick-service restaurants. They cook rapidly and evenly, so each fry is crisp and tastes the same.

- Best in class length
- Perfect balance of taste & texture
- Pairs with seasonings like peri-peri, garlic butter, chilli & iodised salt

Cut Sizes

- 6mm X 6mm
- 7mm X 7mm
- 8mm X 8mm
- 9mm X 9mm
- 10mm X 10mm
- 11mm X 11mm
- 12mm X 12mm
- 13mm X 13mm

Packaging

- 425 G X 28 Bags = 11.9 KG / CASE
- 1 KG X 10 Bags = 10 KG / CASE
- 2 KG X 6 Bags = 12 KG / CASE
- 2.4 KG X 4 Bags = 10 KG / CASE
- 2.5 KG X 5 Bags = 12.5 KG / CASE

CRINKLE CUT

Their wavy appearance and added crunch give Crinkle Cut Fries an appeal that goes along with their nice taste. Suitable for businesses seeking to make their menu more interesting and different.

- Best in class length
- Perfect balance of taste & texture
- Pairs with seasonings like peri-peri, garlic butter, chilli & iodised salt

Cut Sizes

- 6mm X 6mm
- 7mm X 7mm
- 8mm X 8mm
- 9mm X 9mm
- 10mm X 10mm
- 11mm X 11mm
- 12mm X 12mm
- 13mm X 13mm

Packaging

- 400 G X 28 Bags = 11.2 KG / CASE
- 1 KG X 10 Bags = 10 KG / CASE
- 2 KG X 5 Bags = 10 KG / CASE
- 2.5 KG X 4 Bags = 12.5 KG / CASE
- 2 KG X 6 Bags = 12 KG / CASE



COATED FRIES

They are coated in a unique batter that keeps them crispy long after they are served. Great for cloud kitchens and businesses focused on delivery, since crunch is kept in every bite.

- Best in class length
- Perfect balance of taste & texture
- Pairs with seasonings like peri-peri, garlic butter, chilli & iodised salt

Cut Sizes

- 6mm X 6mm
- 7mm X 7mm
- 8mm X 8mm
- 9mm X 9mm
- 10mm X 10mm
- 11mm X 11mm
- 12mm X 12mm
- 13mm X 13mm

Packaging

- 2 KG X 6 Bags = 12 KG / CASE
- 2.5 KG X 5 Bags = 12.5 KG / CASE



HASH BROWN

Hash browns are a popular American breakfast food, typically made from shredded or diced potatoes that are pan-fried or baked until golden brown. They can also be formed into small cakes and cooked on a grill or in a frying pan.

PREMIUM

Hash Browns for the HORECA Segment

Hotels, restaurants, and catering companies count on our hash browns for quality they can serve with confidence. Our patties are quick to prepare, hold their shape after frying or baking, and add a satisfying crunch to breakfast platters, sandwiches, and sides. Efficient, crispy, and pleasing—our frozen hash browns are made to support your high-volume kitchen.



Modern Kiremko-
powered
manufacturing line



Flash-frozen for
longer shelf life



Designed for bulk
HORECA, retail &
export markets



Minimal handling,
maximum food
safety



Moisture-
resistant, multi-
layer packaging

Packaging

- 640 G X 24 Bags = 15.36 KG / CASE
- 1.28 KG X 12 Bags = 15.36 KG / CASE
- 2.5 KG X 4 Bags = 10 KG / CASE



POTATO SMILEY

Potato smiley faces, often called "Smilies" or "Emoji Fries," are a popular frozen food item, particularly for kids, featuring a fun, smiley-face shape made from mashed potatoes. They are typically crispy on the outside and fluffy on the inside, offering a delicious and enjoyable snack or side dish.

SMILES DELIVERED FRESH – WE ARE YOUR RELIABLE POTATO SMILIES PARTNER

Happiyum is known for its top-quality potato smilies, which give both children and adults something to be happy about. We give our potato smiley face snacks a careful shape and freeze them right away to keep their natural taste and texture. Our customers are HORECA establishments, retail outlets, and export companies searching for dependable frozen potato smiles.

Our potato smilies plant is up-to-date and includes only the best machines, certified to ensure both safety and product quality. Being a trusted supplier of potato smilies, we always ensure our products reach customers in good time and maintain their quality. Frozen snacks can be cooked very quickly, which is ideal for restaurants, hotels, and cafes wanting to serve great food with little hassle.

Packaging

- As per customized orders



POTATO NUGGETS

Potato Nuggets are an amazing combination of potatoes and bold seasoning. Our Veggie Nuggets will make sure that you enjoy every bite thoroughly!



Flexible MOQ



Attractive packaging design support



100% export-ready and shelf-stable



Trusted B2B Frozen Snack Supplier India

PERFECT CRUNCH. TRUSTED QUALITY. NUGGETS THAT CUSTOMERS CRAVE.

What sets Happiyum potato nuggets apart in HoReCa and frozen snack distribution is not only how good they taste but also their overall performance. We use only the best potatoes from India to make our nuggets, which are processed in a clean and certified factory and then frozen quickly to keep them both crispy and soft.

The crispy outside and soft texture inside allow these nuggets to fry fast, cook properly, and remain crisp longer, which is ideal for busy hotels, cafés, restaurants, QSRs, and caterers. Their popularity with consumers makes them a great option for wholesalers and distributors who want items that attract many buyers.

Packaging

- As per customized orders



BURGER PATTY

Burger Patty is a fine blend of fresh vegetables and mashed potatoes. Sprinkled with delicious spices, these burger patties ensure that each mouthful of burger tastes absolutely delectable.

INDIA'S LEADING BURGER PATTY MANUFACTURER FOR B2B BULK SUPPLY

Our burger patties are crispy outside and soft inside, adding the real flavour to each bite. Ideal for food brands, cafes, and distributors that do not compromise over quality.

FROM STREET-STYLE TO GLOBAL BITES – PATTY THAT ALWAYS HIT THE SPOT

Are you a desi-style burger specialist or a creator of contemporary international dishes? Our Burger Tikkis are designed for everyone. It begins with carefully selected, high-starch potatoes, which are sliced to the ideal bite: crispy exterior and soft centres. We use the best Kiremko lines in the world to power our production, which means that each tikki is perfectly shaped, cooked, and frozen. The result? Seasoned, juicy, and spot-on textured patties that bring any burger to a new level.

At Happiyum, quality is not a promise but a process. Our Gujarat factory is a 10-acre plant that works under the FSSAI, BRCGS, ISO 22000, HACCP, BRC, and Halal certifications. Our hands-free production, flash-freezing, and secure multi-layer export packaging ensure freshness out of the factory to your freezer. Be it QSR, cloud kitchen, food distributor, or a private-label burger tikki manufacturer, we deliver you the taste and the trust your brand deserves.

Packaging

- 360 G X 26 Bags = 9.36 KG / CASE
- 1.2 KG X 12 Bags = 14.4 KG / CASE



POTATO WEDGES

Potato Wedges make for a great appetizer/ snack & are easy to make. These are delicious, crisp, flavorsome and spicy. Potato Wedges are a classic side made with wedges of potatoes and seasonings. Most often these are baked but can also be deep fried or air fried.

THE CRUNCH FACTOR – WHAT MAKES HAPPIYUM WEDGES DIFFERENT

The crunch in the potato wedges that Happiyum is known for did not happen by chance but rather is a combination of perfect ingredients and a production environment controlled to deliver it. We use high-starch potatoes that are specifically selected because of their aptitude to crisp. Together with our regulated blanching and par-frying technique, this gives a crispy outer crust that traps the soft, fluffy centre of every wedge.

We have a 10-acre world-class infrastructure and automation manufacturing unit in Gujarat. Our plant, equipped with the best machinery, Kiremko, processes potato grading, slicing, blanching, frying and flash freezing mixed under high hygienic conditions. This enables us to provide uniform, ready-to-cook wedges that have a long shelf life and the right crunch.

When the end user prepares our frozen wedges—be it deep frying, air frying, or oven baking, they develop a perfect, satisfying crunch with every bite. This texture holds well for food delivery services and dine-in plating, making them a reliable side dish or appetiser across multiple dining options.

Packaging

- 2.5 KG X 5 Bags = 12.5 KG / CASE



POTATO FLAKES

The potato flakes are conserved form of potato and can be conveniently used as a substitute for boiled potato. The rehydration property of flakes is very good and product looks like mashed boiled potatoes. Potato flake is perhaps the most popular dehydrated potato product used.

POTATO FLAKES SPECIALLY FOR B2B EXCELLENCE

Our flakes are manufactured keeping in mind the high-volume needs of:

- Snack Brands & Industrial Kitchens
- Bakery Units & Confectionery Brands
- Exporters & Distributors
- QSRs & Bulk Catering Services

Packaging

- 10 KG / CASE
- 25 KG / CASE



POTATO STARCH

Potatoes have been an economical and essentially staple part of the diet for hundreds of years. Potato starch is an odourless, non-toxic, and non-irritating fine white powder that is ideal for application in the pharmaceutical and cosmetics industries.

HAPPIYUM – CERTIFIED POTATO STARCH MANUFACTURER & B2B SUPPLIER

We are Happiyum, one of the leading potato starch manufacturers in India with a long reputation for producing food-grade and industrial-use starch that matches the worldwide requirement. Our starch is ideal for HORECA businesses due to its quality and consistency.



Flexible MOQ



Attractive packaging design support



100% export-ready and shelf-stable



Trusted B2B Frozen Snack Supplier India

Packaging

• 10 KG / CASE

25 KG / CASE

HAPPIYUM



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Ratani Global Private Limited
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