Truly Indian Expands Frozen Naan Portfolio with New Vegan Tikka Masala and “Butter Chik'n” Naans

Tikka Masala rolls out nationwide at select Whole Foods, Meijer & Sprouts. Butter Chik'n debuts exclusively at select Whole Foods ahead of national rollout.



Vegan Naans are available in 3 delicious flavors - Tikka Masala Naan, "Butter Chik'n" Naan and Green Chili Naan

EDISON, NJ, UNITED STATES, September 11, 2026 / EINPresswire.com/ -- Truly Indian, the U.S. retail brand of ADF Foods, today announced the expansion of its frozen Naan portfolio with the launch of two new vegan offerings, Tikka Masala Naan and “Butter Chik’n” Naan. “Butter Chik’n” Naan will debut exclusively at select Whole Foods Market locations through October 31, 2026, while Tikka Masala Naan expands to select Whole Foods Market, Meijer and select Sprouts Farmers Market stores, bringing Truly Indian’s frozen Naan portfolio to consumers nationwide.

As the fastest-growing and the leading frozen Naan brand in the market, Truly Indian continues to drive growth in the frozen bread category by bringing new shoppers into the aisle through bold flavor innovation, clean 100% Indian sourced ingredients, premium quality, and products that meet today's demand for globally inspired meals.

Made fresh from scratch in India, Truly Indian Naan is handcrafted by generational artisans using traditional recipes. Each Naan is hand-stretched, baked in traditional tandoor clay-ovens and flash frozen to lock in flavor, texture, and quality. The result is a Naan with a lightly crisp, charred exterior and a soft, fluffy, pillowy interior that delivers a handmade street-food flavor experience at home.

The new vegan collection includes
- Vegan “Butter Chik’n” Naan (Exclusive at Whole Foods Market through October 31, 2026):

topped with our rich, creamy, house-made vegan butter chicken sauce for a bold, comforting bite!
- Vegan Tikka Masala Naan: finished with house-made, deliciously tangy Tikka Masala sauce.
- Vegan Green Chili Naan: topped with mildly spiced, fresh green chilies and cilantro

Also in the Truly Indian frozen Naan portfolio:
- Tandoori Plain Naan
- Tandoori Garlic Naan

The vegan Naan collection is the first frozen vegan Naan lineup made with traditional Indian craftsmanship and is certified Non-GMO Project Verified, Low Glycemic, Kosher, and Halal. Handmade with simple, wholesome ingredients and free from preservatives and dough conditioners, the vegan Naan delivers the rich taste and texture consumers expect.

Made with a generous helping of rich, authentic sauce, Tikka Masala and “Butter Chik’n” Naan are offered in a 3-count (10.6 oz) pack, while Green Chili Naan is available in a 4-count (12 oz) pack. The varieties carry a suggested retail price of $6.99, delivering exceptional value compared with many premium frozen Naan offerings. The frozen format locks in fresh-baked taste and texture while providing the convenience of extended freezer storage, allowing consumers to enjoy authentic Indian Naan whenever they choose.

Whether paired with curries, soups, grilled meats and vegetables, or used as the base for pizzas, sandwiches, and wraps, Truly Indian Naan offers consumers a versatile way to enjoy bold Indian flavors any day of the week.

"Our mission is to bring the real, wholesome foods of India directly to your table while preserving the traditions, craftsmanship, and communities that make them special," said Rasa Kumar, Senior Vice President of Truly Indian. "Handcrafted in India with love using 100% Indian ingredients, our frozen Naan reflects generations of culinary expertise while supporting local farmers and communities. We're proud to partner with Whole Foods Market, Sprouts Farmers Market, and Meijer to help more families 'Taste the Real India' through authentic, better-for-you Indian cuisine, while driving meaningful growth in the frozen bread category through quality, innovation, and exceptional value."

Every Truly Indian product is made fresh in India using simple ingredients, traditional recipes, and time-honored cooking techniques that preserve India's rich culinary heritage while delivering the convenience today's consumers expect.

The Truly Indian frozen Naan portfolio is now available at 540 Whole Foods Market stores nationwide, with Vegan “Butter Chik’n” Naan available exclusively at select Whole Foods Market outlets through October 31, 2026. Select Truly Indian Naan varieties are also rolling out to Sprouts Farmers Market and Meijer locations.

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About Truly Indian
Truly Indian is the U.S. retail brand of ADF Foods, a fourth-generation family-owned food company founded in 1932. As the leading frozen Naan brand, Truly Indian brings real Indian flavors to American grocery shelves through frozen and shelf-stable foods crafted in India using traditional techniques, simple ingredients, and time-honored recipes. The brand continues to expand the frozen bread category through innovative products that deliver authentic taste, exceptional quality, and everyday convenience.

About ADF Foods
Founded in 1932, ADF Foods is a fourth-generation family-owned food company and a global leader in authentic Indian cuisine. With a portfolio of more than 400 frozen and shelf-stable products available in 55 countries, ADF Foods is dedicated to preserving India's culinary traditions while bringing authentic flavors to consumers around the world.
For more information, visit www.trulyindianfoods.com.

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