

A HEALTH-PROMOTING CHEWABLE FOOD PRODUCT FREE OF ARECA NUTS AND TOBACCO AND THE PROCESS AND COMPOSITION THEREOF

5 ABSTRACT

This invention relates to a -areca nuts free chewing food product having hard bite through, stimulating and aroma characteristics similar to rationally used mouth freshener containing areca nuts. The product under the present invention comprises a mixture of processed chicory nuts, spices and other additives in such a way so that it gives the same satisfaction to the consumer as to that of traditional pan masala and the traditional gutka.