

ABSTRACT

This invention relates to an 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 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. In one embodiment, the product comprises chicory nuts, dusting mix and flavouring agent, having 3% - 30% by w/w of dusting mix to chicory nuts and 1% - 4% by w/w of flavouring agent to chicory nuts, wherein the dusting mix is an admixture of 1.9% - 19% by w/w of catechu; 0.9% - 9% by w/w of lime powder; 0.2% - 2% by w/w of anti-caking agents; and 0.1% - 2% by w/w of taste enhancers.