

‘SNACC’, THE NEW DATING APP IN INDIA THAT FINDS YOUR PERFECT ‘FLAVOUR MATCH’ FROM TINDER AND SWIGGY

From Tandoori Momos to Tandoori Nights, Snacc* will help you find a perfect match based on your culinary preferences

Delhi, 1st April 2023 - For young singletons in India who live to eat and not the other way around, Tinder in India and Swiggy are cooking up something special for food-loving singles everywhere with the launch of their newest dating app - Snacc. Snacc is the ultimate choice for single pringles who are on the lookout for a match that knows their momos better than Dolma Aunty!

A shocking 89% of young Indian singles said they would choose a partner based solely on their ability to make the perfect grilled cheese sandwich and 52% of saucy dates end because of Maggi with ketchup in India*. Clearly, young daters take their food compatibility very seriously and they do not want to settle for less than love at first bite!

Snacc connects daters with like-minded foodies and potential partners who are a perfect blend of romance and ramen. From hot wings to hot dates, members can Explore someone who makes their heart beat faster from different tiles such as ‘Foodie call’, ‘Late night binge’, ‘Breakfast in bed’, ‘10 minutes or less’, ‘Guiltfree’, and ‘Ghar ka khaana’. Hungry for love? Let Snacc help you find the perfect dish and date.

“Let’s face it - love might be blind, but it shouldn’t be tasteless!” says Ravi Oli, CEO, Snacc. “At Snacc, we believe dating and food make a great pair! Designed for those who understand the importance of a well-cooked meal, a well-paired wine, and a well-timed burp, with Snacc, you’ll never have to settle for a bland date again.”

Coming this fall, SNACC will launch a new feature called "PlateDates." This feature will allow you to set yourself up on a blind date with someone whose food history is the exact opposite of yours. So if you're a vegan, you might end up with a carnivore. Crust us, it would be a fun date even if they're nacho your type! The possibilities are endless! Check more of the app’s Snacc-tastic features [here](#).

So if you're looking for a spicy romance or a sweet love story, download Snacc and find the perfect match to satisfy your hunger for love and food. Bon appétit, lovers!

*This stat, any names, and the entire press release is fake of a satirical nature to celebrate April Fools Day. The subjects dealt with in this release are entirely fictitious, and not based on any real evidence or feedback from Tinder members.

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But If you are looking for *real* ways to connect with a foodie on Tinder here are nine tips to send your Profile Completeness score all the way up.

1. Your interests are hot

Finding common ground is one of the easiest ways to hit it off with someone. Your interests are what make you unique, so lead with them to show your most authentic, real self and, in turn, match with people who are more likely to match your energy.

2. Having a bio will get you better matches

Profiles with bios attract more matches. Avoid being immediately beige flagged by including a quick and witty statement that shows off the best of you, while also leaving them wanting more. Try to stay away from using

the most popular bio of all time: “Here for a good time, not a long time.” Trust us, it does not help your chances.

3. Flex your convo skills

The more active you are on the app the more you’ll get shown to and be seen by other members. There’s no adrenaline rush quite like matching and immediately starting a convo with someone who may or may not be your new crush, so don’t be afraid to message first. Chances are you’ll get a message back, as 75% of 18-25 year olds reply in 30 minutes or less.

4. Work hard, swipe hard

Looking for someone who shares your school spirit? Maybe a creative looking for your muse? Adding your school and job title is a great way to find your potential ride or die, or in this case, narrow down on who might not be the best fit for you. We know the urge to say you went to “School of Hard Knocks” is strong, but resist it. Your potential matches will thank you.

5. WYA?

Don’t leave potential matches guessing — set your location to meet people nearby, especially if a LDR isn’t something you’re into. And while we’re on the subject: We understand Dalston to Peckham is considered long-distance to some, so set your radius to meet people in your neighborhood or that next one over. And if you’re feeling international, expand your horizons with Passport to meet a cutie in Croatia (or literally anywhere on the globe).

6. Four is the magic number

Your pics are a great way to show who you are, what you’re into, and get the convo started. We actually know that four is the perfect number of photos to have in your lineup. Also, make sure your first pic gives a clear view of your gorgeous face — that’s how you reel them in. Give your profile some edge by connecting your IG, so new pics will automatically upload as you post them on your grid – work smarter, not harder.

7. Music is the 6th love language

Can we all agree that music compatibility is crucial to a solid relationship? Make sure you connect with people who are on your wavelength by adding your song — your life’s soundtrack — to your profile via Spotify anthems. 40% of members between the ages of 18-25 have their anthem on their profile and experienced nearly a 10% increase in matches.

8. Unverified profiles are a red flag

Verify your profile to let your matches know you’re the real deal. Try to stick to matching with only verified profiles to avoid getting catfished. Profiles with the blue check are more likely to receive more matches.

9. In search of...

No one has time to waste- select between 1-3 lifestyle tags to ensure you’re setting yourself up to make authentic connections with people who match your vibe.

ABOUT TINDER

Launched in 2012, Tinder is the world’s most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World’s Most Innovative Companies by Fast Company.

<https://in.tinderpressroom.com/2023-04-01-Snacc-the-new-dating-app-in-India-that-finds-your-perfect-flavour-match-from-Tinder-and-swiggy>