



## **COVER STORY**

#### **30** Budding Market For Organic

Organically grown food products are sprouting fresh retail opportunities as grocers begin to dedicate shelf space to them

#### **FEATURES**

20 Progressive Views Grocers need to cater to a diverse segment of consumers by offering localised, multi-cultural assortments

## **22** Interface - Supplier

Gaurav Gambhir, Director, Shubh Food Products, shares insights into his hing (asafoetida) business

**24** Interface - Retailer

Jai Kishen Daryanani, Owner, Cosmo Fine Foods, discusses the unique positioning of The Cocoa Trees stores

28 Supply Chain

The issue of reverse logistics in the Indian FMCG industry will gain importance as the sector evolves

# **FOOD & GROCERY BUSINESS**

42 Consumer Connect

Ideas to help keep folks shopping for home cooked meals

**44** Store of the Month

Brookshire Brothers' compact replacement store shines the way for the company's next-generation design

#### PRODUCTS

- **50** All in One Dips, sauces and dressings demonstrate their versatility
- 56 Fresh Demand Demand for fresh food in India remains stable
- 58 Packaged Goodness

Sales of packaged food are likely to increase strongly

## PRODUCT WATCH

## **52** Not Against The Grain

Time and convenience are driving growth of the packaged rice segment

#### NON-FOOD

#### **66** Responsible Care

Tampons and sanitary napkins confront the demands of health, safety and environmental concerns

## BEVERAGES

60 On A High

Increasing urbanisation, availability, marketing, and relaxation of import rules are favouring consumption of liquor in India

64 Here's How Retailers and vendors decant tips to sweeten wine sales

## **DEPARTMENTS**

- 8 Market Update What's new in the F&G market
- **14 Industry Speak** Engaging the next generation of produce shopper
- **16 Round Up** National and international company updates
- **68** Management

United Supermarkets sees huge return on workforce management system

72 Commerce

Since most loyalty programmes extend the exact same value proposition, incentives may no longer be enough

74 Technology

Today's mobile apps find products in the store, link to reward cards, and even estimate your shopping bill

- 76 Equipment & Design Shopping carts have come a long way
- **78** What's Next

New products in the market

**80** Business Opportunities

Fresh avenues to expand and grow