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There are many things that retailers can do to offer true value to customers

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PROGRESSIVE GROCCER

August 2016 · Volume 10 Number 8 · Rs 100 · www.indiaretailing.com

INDIA EDITION



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LUDHIANA LANDMARK

"Kipps Mart has evolved from a simple bakery to a specialist store for imported foods"

— Mohit Arora
Director, Kipps Mart

IRF 2016
INDIA RETAIL FORUM

INDIA OMNICHANNEL FORUM 2016
Where Retail Meets the Technology of Possibilities

21-22 September 2016
Renaissance Hotel, Mumbai

Editor in Chief: **Amitabh Taneja**
 Editorial Director: **R S Roy**
 Publisher: **S P Taneja**
 Chief Operating Officer: **Bhavesh H Pitroda**

Editorial

Editor in charge: **Sanjay Kumar**
 Correspondent: **Nibedita Roy**
 Content Writer: **Ashutosh Kumar**

Conference Content: **Nakul Jain**
Mohua Roy

Contributing Editors: **Zainab S Kazi**
Namita Bhagat

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Art Director: **Pawan Kumar Verma**
 Dy. Art Director: **Deepak Verma**
 Sr. Layout Designer: **Naresh Kumar**
 Sr. Photographer: **Vipin Kardam**

Production

Sr. General Manager: **Manish Kadam**
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Support

Sr. General Manager - Administration: **Rajeev Mehandru**

Subscription

Asst. Manager-Subscriptions: **Kiran Rawat**

ADVERTISING

Business Head

Rakesh Gambhir, Convenor, India Food Forum
 rakeshgambhir@imagesgroup.in
 Mob: +91 9910001375

Lokesh Arora, Vice President
 lokesharora@imagesgroup.in
 Mob: +91 9999033612

DELHI **Ekta Roy**, Sr. Manager

MUMBAI **Waseem Ahmad**, Vice President & Branch Head
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FOR ADVERTISING QUERIES, PLEASE WRITE TO salesfood@imagesgroup.in

CONSUMER CONNECT

Anil Nagar, Vice President

anilnagar@imagesgroup.in, Mob.: +91 9811333099

Membership Team: **R. P. Singh** **Priti Kapil**
Sarika Gautam **Priyanka Sagar**

PROGRESSIVE GROCER

VP/Group Publisher Jeffrey Friedman
 Editor-in-Chief Meg Major
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Today, the use of chemicals and other artificial agents for food production, ripening fruits and retaining the freshness of vegetables is all pervasive. Simultaneously, greater health-driven commitment from consumers is prompting them to buy more organic produce than ever before as it's a natural fit with health & wellness concepts.

But the organic marketplace is still less than \$0.5 billion. Organic manufacturers and retailers should come together to grow the category. The market is limited to the metros and localised to the health-conscious shopper. But it can grow at a CAGR of 20 per cent and above, subject to an increasing demand for beverages like organic tea and coffee and other organic products extending to rice, wheat flour, millets flour, pulses, ghee, cold pressed oils, and more.

To expand the market, retailers should act as docents for consumers who are becoming more demanding and expect greater transparency and narratives regarding product origin. A deeper interaction with customers will go a long way in explaining to them about the benefits of organic products and its production methods, the importance of organic labels, etc. At the same time, retailers should not be afraid to differentiate organic produce on their store shelves and help consumers in the product selection process.

Government sops for region-specific organic farming and support in the form of subsidies can play a major role in the consistent growth of the industry. Let us hope that in the years ahead, organic consumption will become a lifestyle choice and an ideological statement to make.



Amitabh Taneja
 Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

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Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase 1, New Delhi - 110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi. 110020 Editor : Amitabh Taneja

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Mumbai: 1st Floor, Plot No. 111/3, Marol Co-Operative Industrial Estate, Marol Andheri (East), Mumbai - 400 059,

Ph: +91-22-28508070 / 71, **Fax:** +91-22-28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, **Ph:** +91-80-41255172/41750595/96, **Fax:** +91-80-41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029, **Ph:** +91-33-40080480, **Fax:** +91-33-40080440

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Cinderella store of Ludhiana

What started 37 years ago as an unassuming bakery shop in Ludhiana has become a star attraction for food and grocery shopping in all of Punjab, with its imported foods drawing patrons from all over the state. Kipps Mart is now so hugely popular that an entire market in the neighbourhood is now known as Kipps Market.

By Sanjay Kumar

Decades ago in 1979, a simple bakery shop opened in the secluded locality of Sarabha Nagar in Ludhiana. Two friends – Ashok Kumar and H.S. Bawa – got together and chipped in about Rs five lakh of their own money to get going with a café-cum-eatery that was christened Kipps and which sold cakes, pastries, biscuits and other such items. The neighbourhood then was largely deserted except for the Punjab Agricultural University in the

vicinity. With no other shop or eating joint in that neck of the woods, Kipps attracted brisk business with most of the clientele drawn from the institute nearby.

The store gradually started expanding its merchandise mix with more baked products, fast food and packaged snacks. In the year 1985, Kipps set up a state-of-the-art bakery which began to offer newer and tastier delicacies. Over the years, the store began to upgrade its processes and improve its operations. By 1992, the store was positioned as



Mohit Arora
Director, Kipps Mart





a modern food and grocery store, and came to be referred to as Kipps Mart. “As a kid, I remember our store was the only place in Punjab that stocked such a vast variety of products,” says Mohit Arora, the elder son of Founder Ashok Kumar and Director, Kipps Mart. Tracing the store’s journey from a traditional to modern set-up, Mohit recalls: “In 1979, when my father and uncle opened Kipps, there was no residential or commercial settlement in Sarabha Nagar. In fact, not even a dog barked at this place. Those were the struggling days, when keeping the operations going in the face of financial stress was in itself a big challenge. Kipps (as the store was known then) is a far cry from the 3,100 sq.ft. modern store that it is today. Today, this place has become such a prime location that even a kid living in any part of Ludhiana can guide you the way to the store.”

Enviably range of imported foods

If the popularity of a store were possible to measure on a Richter scale, Kipps Mart is sure to tip it at above six. And even that would be in an understatement. Known all over Ludhiana and across Punjab for food and grocery shopping, the area where the store is located in Sarabha Nagar is today known all over the city as Kipps Market even though the place is teeming with bigger food brands such as Moti Mahal, Subway, Domino’s Pizza, The Yellow Chilli, Nando’s, Cafe Coffee Day, and many more high-end shops and restaurants.

Since its repositioning as a modern retail store, the owners have been diligently sourcing imported food products. During their frequent travels abroad, they look for products that would be welcomed by Indian customers. Through experience and insight, they have been able to build up a rich portfolio of imported products encompassing confectionery, cooking sauces, cooking oils, cheeses, pastas, superfoods, nuts, chocolates, packaged and ready-to-eat products. All of this has brought the store a far ranging reputation and solid credentials for stocking not only the maximum variety and range of Indian products but also for being a retail leader in International (imported) goods. In 2003, Kipps Mart added another feather in its cap by becoming the first food store in Punjab to procure a licence to also sell liquor.

Over the years, the store has diversified to offer six different services under one roof. There’s a supermarket, restaurant, fast food corner, banquet hall, bakery and also a facility for offering catering services to serve the varying needs of customers. Mohit attributes the success and growth of Kipps Mart to the hard work and dedicated services of its co-founders. “The evolution from a simple bakery to a full fledged departmental store and restaurant in the same building took years of hard work and a very focused thought process, which made it possible to add new sections and departments to the store. The liquor section, which has been the latest addition

In the year 1985, Kipps set up a state-of-the-art bakery, which began to offer newer and tastier delicacies. Over the years, the store began to upgrade its processes and improve its operations. By 1992, the store was positioned as a modern food and grocery store, and came to be referred to as Kipps Mart.



Bright Shines the **Milky Way**

Traditionally, India has not been a cheese-consuming nation. But with the changing consumer behaviour and eating habits, rising incomes, urbanisation and other demographic shifts that have taken place in recent years, there has been a growing demand for cheese and related products such as spreads, mayonnaise and yoghurt. Due to the increased international exposure by way of frequent travels abroad and visits to hotels, consumers are now becoming more experimental and are willing to try new varieties of food.

By **Sanjay Kumar**

The Indian dairy industry has grown considerably post the White Revolution, which started in the late 1960s. Thanks to Operation Flood and the supportive policies in subsequent years, India has emerged as the largest producer of milk – the most widely produced agricultural commodity worldwide. With an annual production of about 150 million tonnes, India is second only to the EU-27 bloc that collectively produces over 156 million tonnes, as per the US Department of Agriculture. Further, India's milk production is expected to total 170 million tonnes by 2020, thus surpassing the global average growth rate of approximately 7 per cent. A notable fact is that the per capita consumption of milk in India has reached around 275 gm/day, which is higher than the WHO recommendation.

The increased consumption comes on the back of the growing size of Indian dairy industry, which is expected to reach Rs. 144,000 crore (US\$ 24 billion) as organised industry by 2020, and Rs. 840,000 crore (US\$ 140 billion) overall, including the unorganised sector. According to Devendra Shah, Chairman & Managing Director, Parag Milk Foods Ltd, a leading dairy player in India whose principal markets include the States of Maharashtra, Gujarat, Tamil Nadu, Karnataka, Assam, West Bengal and Jammu and Kashmir, besides 31 countries in South-East Asia, the Middle East and Africa to name a few, "Several factors are aiding the growth of the dairy industry and dairy products. Rising income and a proportionately high disposable income is driving the consumption of milk and dairy products. India's middle class households will grow from 255 million in 2015 to 586 million in 2025 at a CAGR of 8.7 per cent. Simultaneously, the working population will increase from 826 million in 2015 to 988 million by 2030. India is witnessing a continuous increase in GDP, expected to be US\$ 3,172 billion in 2020. Urban population is expected to increase from 31.2 per cent in 2011 to 34.5 per cent in 2021. Monthly expenditure on milk and dairy products in India has risen to 16.4 per cent for the urban population and 15.2 per cent for rural areas. As such, with increasing demand for packaged dairy food, the organised dairy market in India is set to grow at 19.5 per cent CAGR over 2015-20. The organised market share for dairy products is also poised to increase to 26 per cent in value terms by 2020."

Industry players agree that the preference for clean, hygienic and ready-to-eat milk and dairy products is providing boost to the organised dairy industry. As milk is an important source of vital nutrients – proteins, fats, carbohydrates & vitamins especially for vegetarians – consumers are shifting away from cereals to milk and dairy products. The dairy market is thus riding on a wave of healthy food consumption and growing demand for processed dairy products, including milk. With growing

urbanisation and a shifting inclination towards processed foods, Indian consumers are becoming more demanding, thus pushing individual markets of butter, cheese, spreads, mayonnaise, yoghurt, ghee, ice-cream and other such dairy products to expand. At the same time, with the ease of availability of raw material, the as-yet-nascent milk processing industry is registering new levels of growth. Milk processing in India accounts for approximately 35-36 per cent of the total production, with a majority of the share being consumed in a farm-fresh, or non-pasteurized, state sold through unorganised channels, while the organised dairy segment constitutes merely around 15-20 per cent of the total processing market. The main value-added products include milk powder, whitener, packaged milk, butter, ghee, yoghurt, cheese, and ready-to-drink milk products, which are, thanks to a high consumer demand, growing at anywhere between 15 and 25 per cent.

"The growth of value-added packaged dairy products is driven by several factors such as the changing lifestyle of consumers, growth in the food services industry, increasing urbanisation, rising need for convenience, better health awareness among end-users, etc. Sensing a higher demand for processed milk and milk products, several domestic and global players have forayed into different value-added segments (leading to higher margins) to gain a higher market share," says Vivek Nirmal, Joint Managing Director, Prabhat Dairy, which produces fresh, dry, frozen, cultured and fermented dairy products, including pasteurised milk, flavoured milk, sweetened condensed milk, ultra-pasteurised or ultra-high temperature (UHT) milk, yoghurt, dairy whitener, clarified butter (ghee), milk powder, ingredients for baby foods, cheese, paneer lassi and chaas.

Cheese on a roll

Among processed dairy products, the most promising segment, both in terms of consumer demand and business profitability, is cheese. Traditionally, India is not a cheese-consuming nation as the Indian consumer's palate has been adapted to the softer Indian variant of cheese called paneer. But, in recent years, given the magnitude of demand from Indian consumers, global industry



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With an increasing demand for dairy food, the organised dairy market in India is set to grow at 19.5 per cent CAGR over 2015-20. The organised market share for dairy products is also poised to increase to 26 per cent in value terms by 2020.

—Devendra Shah
Chairman & MD,
Parag Milk Foods Ltd



Sound Strategies

Driving health in-store requires the cooperation of various stakeholders

By Bridget Goldschmidt

Shoppers are taking charge of their health like never before, and the grocery industry is favorably situated to help them do so.

“Consumer-driven health care is a trend that will only grow in prominence as more shoppers recognize and act on the personal connections they have between food selections and their health,” affirms Sue Borra, a registered dietitian and SVP of communications and strategic planning at Arlington, Va.-based Food Marketing Institute (FMI). “Many food retailers are capitalizing on this trend and making the transformation to be a destination for health and wellness in the community.”

“Grocers have a unique opportunity to become destinations for shoppers interested in changing their dietary habits: they are food experts, consumers trust their local store, and they have the frequency to effectively communicate with shoppers,” notes Jeff Weidauer, VP marketing and strategy at Little Rock, Ark.-based Vestcom International Inc., which offers the HealthyAisles in-store nutrition marketing program.

“Since the nation’s grocery stores understand shoppers’ need for solutions in-store, grocers are identifying their own unique strategies that bridge the gap between food and pharmacy to help support their customers’ overall wellness goals,” says Borra. “We’re witnessing more attention to health-and-wellness programs that benefit the shopper — more than 90 percent of our food retailers report programs related to community health events to healthy recipe development to cooking demonstrations to screening and counseling.”

These types of programs tie in with the idea of becoming an integral partner in wellness. “Grocers have begun positioning themselves as an extension of the health care team, with the addition of on-staff registered dietitians and chefs who lead in-store nutrition and culinary initiatives, and by offering health monitoring services like blood pressure and blood sugar screenings,” notes Jaime Schwartz Cohen, an RD and director of nutrition at Ketchum, a New York-based public relations and marketing agency. “To be seen as a healthy destination, grocers should look to offer services that align with a healthy lifestyle. This includes offering experiences like family activities, couples nights and yoga classes.”

The RD difference

As Cohen points out, in-store registered dietitians (RDs) can make a big difference when it comes to connecting with consumers on matters of health.

“The rapidly growing role of the supermarket RD is critical to both the success of the store and its shoppers,” agrees FMI’s Borra. “Our surveys and research demonstrate how retail dietitians can leverage these shopper trends to develop a successful and competitive health-and-wellness program in their stores.”



For its part, Ketchum works closely with retail dietitians on in-store initiatives.

“Our most successful initiatives have been when we helped bridge communications and shopper marketing teams with retailers’ merchandising and RD teams,” notes Cohen. “In one example of this integrated-teams approach, we obtained a schedule for when a product was on promotion at a regional retailer and provided co-branded recipe cards to the retail RDs featuring the product as an ingredient in a recipe. Additionally, we developed a how-to guide for cross-merchandising the product on promotion with the other ingredients in the recipe. A post-survey among the retail RDs indicated that the assets and resources we provided were very well received.”

Keasbey, N.J.-based Wakefern Food Corp., a retailer cooperative whose members operate ShopRite stores across New York, New Jersey, Connecticut, Pennsylvania, Delaware and Connecticut, leverages the power of the RD through its Dietitian’s Selection initiative.

According to Manager of Health and Wellness Natalie Menza, herself an RD: “This program enables our in-store dietitians to curate and highlight items that give our customers ideas on how to add new, healthy foods to their meals and snacks. In addition, our team of over 125 in-store dietitians ... is dedicated to answering customer questions about health and wellness, assisting them in reading product labels, and overall, giving them ideas and options for healthy meal planning.”

ShopRite RDs also stand ready to bolster the resolve of customers to improve their health. “Since January is one of the most popular times of the year to think about starting new habits, during this month we kicked off our six-week weight management series called Eat Well, Be Happy,” notes Menza. “During this program, customers — and many of our associates — sign up for group/interactive sessions where our in-store dietitians take them through education and inspiration for building and maintaining a healthy weight. The program is very popular, and we’ll be holding it again next fall.”

She adds, “I think the best way to address consumers’ wellness needs is to talk to them, be transparent and give [them] what they need and want,” although cautioning that “education without inspiration is just knowledge without action.”

Accordingly, “our in-store dietitians work to not only tell customers about health-and-wellness initiatives,” Menza says, “but show them how easy it is to make healthy eating choices a part of their everyday lives through education and in-store demos.”

Unmixed messages

According to Vestcom’s Weidauer, “A consistent message throughout the store — ideally at the shelf

edge where the purchase decision is made — is the first step” for a retailer to become a health-and-wellness destination, and an excellent way to communicate that message is through shelf tags and signage.

ShopRite, for one, employs “prominent shelf tags that call out specific attributes like ‘low sodium,’ ‘heart healthy,’ ‘lactose-free’ or ‘gluten-free,’” says Menza, adding that the Dietitian’s Selection program also makes use of distinct signage.



Meanwhile, Weidauer describes HealthyAisles, currently in more than 13,000 stores operated by 35-plus retailers, as “a white-label solution based on FDA and USDA guidelines that delivers relevant product attributes to shoppers at the shelf edge, [using] standard terms like ‘low sodium,’ ‘gluten-free’ and ‘heart healthy’ to define up to three attributes on a shelf tag. With more than 70 available attributes, retailers can offer a custom solution to shoppers that helps them find the products they are looking for.”

According to Weidauer, “Feedback from grocers and shoppers has been consistently positive, praising the ease of use, customizable nature and alignment with government guidelines.”

He emphasizes, however, that healthy messaging must be present even in those parts of the store less associated with superior nutrition: “Include all departments, [among them] center store and frozen, not just the fresh perimeter.”

Freshening up

Still, the perimeter is a great place to start, particularly produce, since it’s often the first section shoppers encounter when entering a store.

“Shoppers judge a retailer’s commitment to their wellness by the quality and range of their fresh offerings,” observes Carl Jorgensen, director, global consumer strategy — wellness at Stamford, Conn.-based Daymon Worldwide. “If the customer sees

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The rapidly growing role of the supermarket RD is critical to both the success of the store and its shoppers

—Sue Borra
Food Marketing
Institute

what's next



▲ VICHY introduces Dercos Nutri Repair mask

Leading beauty and FMCG brand Vichy Laboratoires has recently introduced Dercos Nutri Repair mask made for dry and dull hair. This hair mask is enriched with Keratin complex comprising five amino acids, omega three, six, and nine blended with three essential oils that strengthen, hydrate and nourish damaged hair, and offer protection from sun damage. What's more, it is suitable for sensitive scalp and is hypo-allergenic and free from parabens. This product is available in leading supermarkets and is priced at Rs. 1,700 for 200 ml.

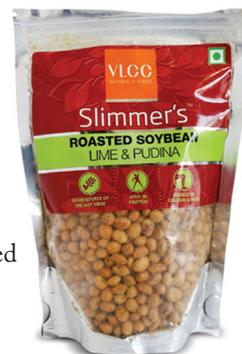


▲ Nutty Gritties rolls out new gourmet snacks

Healthy snack brand Nutty Gritties has recently come up with new ranges of healthy gourmet snacks – Gourmet and Gourmet on-the-go. Their Gourmet range has three new varieties of trail mixes such as Nuts & Berry Health Mix, Thai Chilli Mix, and Cinnamon & Apple Mix. The Gourmet range is available in packet sizes of 180-200 gram and the prices start at Rs. 240. The Gourmet on-the-go range is especially designed to fit in the pocket and is perfect for consumers looking for snacking on the go and is priced at Rs. 60 for 40 gram. Available at all the leading retail and gourmet food stores, the products can also be purchased online at www.nuttygritties.com, Flipkart and Amazon.

▶ VLCC Roasted Soybean

Leading wellness brand VLCC has recently added healthy 'Roasted Soybean' snacks to its existing portfolio of products. VLCC Slimmer's Roasted Soybean (Lime & Pudina) is a delicious snack enriched with the goodness of whole soybeans, roasted and seasoned with tangy lime and mint to please the taste buds. Soybean is a good source of high protein, dietary fibres and minerals.



Besides, Lime and Pudina are very good for digestion and help eliminate toxins from the body. This product is available at all leading retail outlets across the country and is priced at Rs. 110 for 150 gm.



◀ Typhoo's new tea flavours

Typhoo's new flavoured tea range has been launched in five variants – masala chai, adrak chai, sweet elaichi, tangy lime 'n' lemon, green tea masala and more. The lime and lemon variant is an amalgamation of Assam tea with tangy lemon and fruity notes of lime. Available at leading retail outlets, they are priced at Rs. 195 for 25 tea bags.

▶ Queen's Quinoa pasta

Queen's Quinoa has come up with a new healthy Quinoa Pasta. Enriched with whole grain quinoa, proteins, iron, magnesium and B-Vitamins, it has a low glycemic content and no maida. It serves as a healthy option for those who prefer rich fibre and protein intake. This pasta is made in the Italian plant using new technology with brass extruder and a slow drying process to retain the goodness of the ingredients. Besides, it is available at all gourmet food stores, retail outlets, brand's website and e-commerce marketplace, and is priced at Rs. 225.





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