

PROGRESSIVE GROCER

Cover Story



Imported Foods & Beverages

21 **Made in Foreign**

Challenges and opportunities in the Indian market for imported food and wines

24 **Tapping Opportunities**

Transforming Indians' consumption of food and drinks to create an attractive market for imported foods

28 **Global View**

Trade Commissions of Spain, Canada, USA, Italy, France and Australia talk about India as a market for imported food

32 **The India Story**

Two distinct categories of imported food: supplementary and complementary foods

40 **Riding The Wave**

Importers discuss the fundamentals of food distribution from forecasting trends to innovative marketing

52 **Stacking Up**

Retailing imported food is the new wave in grocery sector

60 **Interview**

Amit Lohani, Convenor – FIF

64 **Interview**

Rahul Kulkarni, WestCoast

66 **Interview**

Mohit Khattar, Godrej Nature's Basket

PROGRESSIVE GROCER



FEATURES

16 Market View

Consumption across India's Western regions

72 Retail Perspective

Stock-outs affect a retailer's credibility and consumer satisfaction

86 Cross Merchandising



presents the "Future of Food Retail"

Grocers weigh in on the best ways to pair complementary products

106 Building a Dominant Deli

The latest in menu, merchandising and training trends

SUPERMARKET FRESH FOOD BUSINESS

68 Brand Ambition

Packaged produce speaks to consumer demand for consistency and quality

SUPERMARKET GROCERY BUSINESS

112 Beer Going Flat?

Big brands aiming to boost sales

114 Keeping Connections Bubbling

Consumers' BS meters are on high alert

SUPERMARKET NON-FOOD BUSINESS

80 Little People Big Sales

Time for grocers to rethink their merchandising approach towards their youngest consumers

82 Brushing Up

Stocking oral-care products

84 Burning Brightly

Candles hold great potential in the supermarket channel for savvy grocers

CENTRE STORE

76 A World of Spice

Spices have become a truly global category

78 Take it Easy, Baby

Marketing and merchandising of baby food

FOCUS : EAST INDIA

95 Power & Promise

Opportunities in the Eastern region of India are immense, provided the trends can be spotted

96 Eastward Bound

As India prepares to re-invent modern retail, East India moves forward too

100 Eye on Customers

Retailers are increasingly delving into customers' psyche

102 Shaken, Not Stirred

Region of tea growers and manufacturers of fine tea

DEPARTMENTS

10 Round Up

National and International company updates

88 Retailer of the Month

Morning Stores, one of Delhi's oldest department stores, gets aggressive on private labels

115 Category Insights

Sports and energy drinks: Mintel

118 Event

Seen at AAHAR

121 What's Next

New products in the market