

PROGRESSIVE GROCER



COVER STORY

- 28 Ripe Time for Fresh**
Fruit & Vegetable retail in India is gradually transforming with organised players revisiting their business model at every step of the value chain from farm to fork, in order to restructure it. They are reinventing their distribution and marketing strategies, and also testing newer retail formats and practices that may lead to fresh growth channels

INTERFACE

- 16 Retailer: Empire Stores, Chandigarh**
An opportune transition from traditional to modern trade format has helped Empire Stores hold its rank among key retailers in the city
- 20 Retailer: Dhiraj Sons Mega Stores, Surat**
Denish Modi and Chirag Modi, who spearhead the new Dhiraj Sons Mega Stores, recount their early learnings and initiatives to modernise their business
- 24 Supplier: Maiyas, Bangalore**
Neti Srinivas, VP Sales & Marketing at Maiyas, elaborates on the company's product innovations and expansion plans for this fiscal

FOOD & GROCERY

- 34 Retail: Fresh Produce**
Retail trading partners explore the challenges and opportunities for the produce business
- 38 Retail: Exotic Produce**
The exotic vegetables market is expected to grow at a higher rate largely due to its premium nature, higher consumer demand, and growth of the organised food service sector
- 40 Store of the Month**
One of Hy-Vee's newest stores anchors development aimed at enhancing Des Moines suburb's economy

PRODUCTS

- 44 Spreads**
Products that meet consumers' needs for variety and healthy eating take this category way beyond sandwich fillings
- 46 Frozen**
Frozen meals span cuisine and packaging formats to deliver international tastes to busy, value-conscious consumers

PRODUCT WATCH

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Between flat sales and a more promising future, the frozen food industry comes together to bolster sales and emphasise the freshness factor
- 54 Loving Your Pet**
The pet food category in India is growing significantly

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EuroShop is always a delight for foodies of all types, especially those that love innovative design
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