

Backstory



34

2014: THE MACRO HEADLINES

2014 was a watershed year for Indian politics and for the country's citizens, marking as it did a stunning landslide for a single party, which had run a smart, youth-friendly, tech-powered campaign. But was it such a game-changing year for the business of food? PG checks back on some big-picture newsmakers



18

EXPERT SPEAK

Economic opportunities are in a face-off with infrastructural bottlenecks in the imported food business

20

INDEPENDENTS REPORT

This gourmet marzipan brand is making inroads in India

24

RETAIL STORY

Kirit Maganlal, Founder & CEO, Magsons Group unveils his strategy to keep up with rapidly changing consumer trends



28

REPORT

Nielsen identifies snacks marketing opportunities focussed on tier I, rural and untapped urban consumers

Suppliers

38

PROTEIN POWER

Arabind Das, COO, Godrej Tyson Foods outlines the roles innovation and food safety are playing in his company's gameplan

40

VIRGIN CAMPAIGN

The FMCG wing under the Kerala State Rubber Co-operative Ltd is weaving new strategies to tap the rising demand for Virgin Coconut Oil

42

LIGHTING UP DIFFERENTIATION

With Inarah Creations, Soumya Pattajoshi has created a successful model in a super-niche category



44 FRESH FOOD

New players and creative campaigns are driving fresh food imports in the US

48 FROZEN FOOD

Purveyors of dough and baked goods see freezing as integral to their success



50 TRENDS

Despite hurdles, organic produce in India has the potential to change consumers' lives

54 TRENDS

Grocery stores are uniquely suited to help Millennials make healthier choices

56 RETAIL DISPLAYS

Display equipment can help make the selling season merry and bright



58 NON FOOD

In-store pharmacies in the US are transforming supermarkets into wellness destinations



62 TECHNOLOGY

Whether retailer-branded or third-party, today's popular grocery apps offer consumers rebates, shopping lists and dietary guidelines

**66
PG TECH: DIGITAL MARKETING**
Walgreens is leveraging the Coupons.com platform to digitally enhance the entire path to purchase

**68
PG TECH: ASSET PROTECTION**
Weis Markets extends asset protection technology into all areas of its operations



**72
EVENTS**
BIOFACH India makes a case for organic collaboration

**74
EVENTS**
PG chats with US retailers about their data analytics initiatives



Equipment & Design

**76
VITAL SIGNS**
Supermarket signage is advancing through the implementation of LED and other technologies

78 SUPERMARKET OR MARKET SQUARE?

Intelligent lighting systems brighten customer experience in an Italian supermarket

Regulars



10

MARKET UPDATE

What's new in the food business

Progressive Views

14 A GLIMPSE OF NEXT-GEN FOOD STORES

It's wise for food retailers to plan their forthcoming store concepts now

16 GROCERS MOVE FORWARD WITH MOBILE

Food retailers focussed on potential sales impact of smartphones are pulling out all the stops to get it right

80 WHAT'S NEXT

New products on the shelves

**82
BUSINESS OPPORTUNITIES**
Fresh avenues to expand and grow with suppliers and retailers