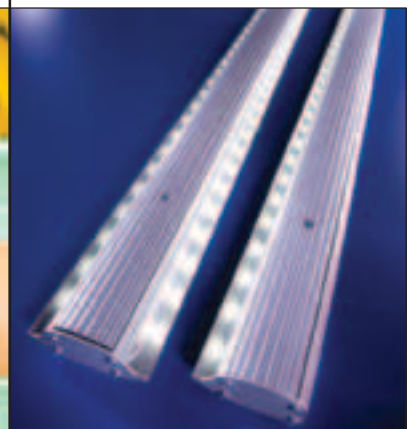


PROGRESSIVE GROCER



COVER STORY

26 Packaged Good[ness]

Packaging is at the very core of merchandising; apart from its primary function of protecting products, it lends a distinct identity to brands, and is the first touchpoint with consumers

FEATURES

38 Executive Insights

Cocoberry's ready-to-serve frozen desserts are tasty *and* nutritious

40 Market Watch

Will FDI in the retail industry benefit all the stakeholders?

18 Devil's Advocate

Dotcoms seem to be coming back

50 In Focus: East India

Though the retail industry is fragmented, there is immense scope and potential in the region

SUPERMARKET FRESH FOOD BUSINESS

44 Designed For Health

Value-added eggs are seeing increasing acceptance by health conscious consumers

54 Water Works

Sustainability initiatives in bottled water is buoying sales

SUPERMARKET NON-FOOD BUSINESS

60 Are They Being Served?

Shopping for housewares in supermarkets is more driven by convenience and necessity

SUPERMARKET GROCERY BUSINESS

58 Stay Sweet

To keep ahead in the candy category, grocers must tune into the latest trends

DEPARTMENTS

6 Round Up : National & International news, events and company updates

20 Market Insight: India's evolving oral care market

64 Progressive Views: Ignorance on the health front is widespread in India

68 Awards: Top 10 innovative products of 2012

72 Equipment & Design: Lighting applications in supermarkets are becoming more sophisticated

76 What's Next: New products in the market