

# PROGRESSIVE GROCER



## COVER STORY

### 32 The Store Next Door

Organised stores conveniently located have revolutionised the way Indians shop for groceries and other daily essentials. Essentially, an urban phenomenon so far, it is gradually picking up in small cities and towns too. Moreover, growing consumer awareness for convenience, quality and service is impelling even traditional shop owners to go for a modern makeover

## FEATURES

### 28 Progressive Views

Technology is key to building consumer interest and sales

### 30 Interface - Supplier

Sahil Gilani, Director - Sales & Marketing, Gits Food Products discusses the company's strong positioning and growth over the years

## FOOD & GROCERY

### 40 Retailer of the Year

Kroger continues to grow and thrive, led by great people focussed on a superior customer experience, both inside and outside its stores

## PRODUCTS

### 54 Bakery

An oft-overshadowed aisle sees more action that it has in a long while

### 56 Healthy Snacks

As consumers interest in better nutrition grows, so does their craving for better-for-you snacks

## PRODUCT WATCH

### 50 Going with the Grain

From breakfast cereals to biscuits and noodles, oats health properties are opening fresh opportunities for brands to innovate with the grain

### 58 Tea - New & Fresh

Innovation in the tea segment continues to deliver outsized sales results for grocers and mass merchandisers

### 60 Non-Food - Topicals

Retailers rethink their pain relief sets as topicals are poised for double-digit growth

## REGULARS

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What's new in the F&G market

### 16 Event: Food & Grocery Forum of India 2014

A preview of the forthcoming Forum

Spanish companies share their hopes and plans for the Indian market

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Encourage healthier shopping habits by keeping things simple

### 62 Technology

Shelf talkers and POPs are creating significant shopper experience

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New products in the market

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Modern Retail: Road Map for Profit

### 68 Business Opportunities

Fresh avenues to expand and grow