

# PROGRESSIVE GROCER



## COVER STORY

### 28 Retailers to Watch

From reinforcing the back-end, introducing new formats, expanding the product portfolio, innovative marketing, store makeovers, and technology upgradation, to maximising shopper experience with customer-friendly planogramming, high fill rate and high merchandising mix, night time replenishment to prevent stock-out, product sampling, thematic festivals, interactive sessions and workshops, and customer feedback system, successful retailers are doing it all

## INTERFACE

### 18 Retailer: Balaji Grand Bazar, Hyderabad

Ramesh Chand Agarwal, Founder, discusses expansion of Balaji stores across various formats

### 20 Supplier: Vegit

Prakash Lohia, MD, Vegit, elaborates on the brand's strong market positioning

### 22 Supplier: Kerala Soaps

Kerala Soaps, a FMCG manufacturing unit of KSIE under the Kerala Industries Department, has chalked ambitious plans in branding and marketing their products

### 24 Certification: UTZ Certified

Daan de Vries, Markets Director, shares how F&B brands and QSR chains can ride the organic wave of coffee, tea, and cocoa consumption and reap CSR benefits

## FOOD & GROCERY

### 40 Store of the Month

Backed by a loyal following of employees and customers after 75 years in business, Schnucks is keenly focused on its future

### 46 Trend: Breakfast Cereals

The influence of Western lifestyles and eating trends is opening the gateway for experimenting with different tastes

## PRODUCTS

### 48 Snacks

The next generation of better-for-you nibbles serves up unexpected ingredients, compelling nutritional data and engaging promotions to woo retailers and consumers

### 52 Cakes

Frozen cakes and pies deliver on convenience, cravings and portions

### 54 Fresh Food

Consumer demand surges for salad-based meals at breakfast, lunch and dinner

### 58 NON-FOOD: Batteries

Retailers can brighten sales of batteries and flashlights by emphasising emergency preparedness

## PRODUCT WATCH

### 60 Healthy and Not so Healthy Snacking

For brands, taste, marketing and packaging are playing a key role in determining the success of their products for children, even as they move towards more healthy variants

## REGULARS

### 08 Market Update

What's new in the F&G market

### 64 Equipment & Design

Today's pallets and pallet systems are as diverse as the products they carry

### 66 What's Next

New products in the market

### 70 Retail Guide

Modern Retail: The best way forward

### 72 Business Opportunities

Fresh avenues to expand and grow