

12 **RETAIL INSIGHT**
Setting value not price

18 **FRESH FOOD**
Made for each other



20 **GLOBAL SURVEY / NIELSEN**
For the foods we eat, shoppers love local



24 **RETAILER SPEAK**
How brick and mortar retailers can build repeat footfall



26 **E-TAILING**
Playing the right e-commerce cards

40 **FEATURE**
Safe Harbor

44 **ONLINE RETAIL**
What's the future of B2B e-commerce?

Cover Story



32 Cinderella store of Ludhiana



46 **CATEGORY WATCH**
PROCESSED DAIRY
Bright shines the milky way

64 **COMPLIANCE**
FSSAI requirements for cheese



66 **FOOD SAFETY**
Making food safety a 'best practice' and shared responsibility



68 **MUSHROOM**
Move over, meat

70 **MULTI-CHANNEL RETAILING**
Using data mining for bumping business profitability

72 **FEATURE**
Sound strategies

78 **TECHNOLOGY**
What is the price of customer loyalty?

IN EVERY ISSUE



08 **MARKET UPDATE**
What's new in the food business

80 **WHAT'S NEXT**
New products on the shelves

82 **COLUMN**