

PROGRESSIVE GROCER

December 2017

Volume 11 Number 12 • Rs 100 • www.indiaretailing.com

INDIA EDITION

INDIA
FOOD
FORUM
2018

Powered by

SriSri[™]
TATTVA

17 - 19 JANUARY, 2018 | BEC, GOREGAON, MUMBAI

THE FIRST CHOICE
OF INDIA'S
CONSUMER INDUSTRY

CONCURRENT SHOWS



www.indiafoodforum.com



Powered by
SriSri
TATTVA

17 - 19 JANUARY, 2018 | BEC, MUMBAI

ACCELERATE FOOD RETAIL EXCELLENCE BY GENERATING IDEAS, INSIGHTS, INNOVATION AND GROWTH OPPORTUNITIES



India Food Forum is the only destination for a complete snapshot of latest trends and strategies for India's burgeoning Food Industry. Boost your growth and profits with an India-centric menu of opportunities for the food retail business. Meet the key decision-makers and game changers in the constantly evolving food market!

- 500+ BRANDS**
- 10,000+ VISITORS**
- 140 EXHIBITORS**
- 120 LEADERS & SPEAKERS**
- 30 INTERNATIONAL EXHIBITORS**
- 35 CONFERENCE SESSIONS**
- MASTERCLASSES**
- LIVE KITCHEN**
- DRINKS' THEATRE**
- 100 NEW PRODUCTS**
- INNOVATION IN FOOD AWARDS**

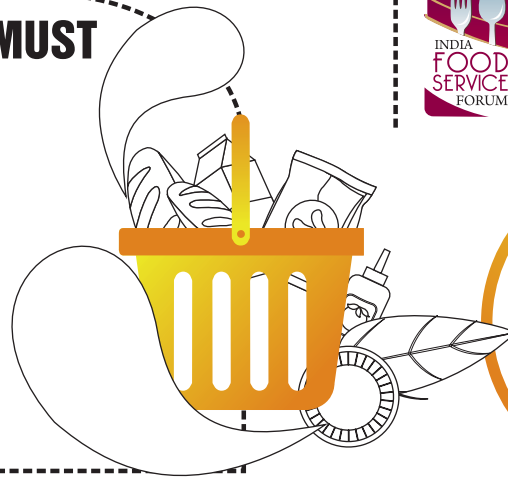


CONCURRENT SHOWS



6 EXCELLENT REASONS WHY YOU MUST ATTEND INDIA FOOD FORUM 2018

- 1 GAIN**
RETAIL INTELLIGENCE
- 2 GENERATE**
SALES LEADS
- 3 ENGAGE**
WITH CUSTOMERS
- 4 APPOINT**
NEW AGENTS
- 5 LAUNCH**
NEW PRODUCTS
- 6 CONNECT**
THROUGH B2B MEETINGS



**BOOK
YOUR SPACE
OR
REGISTER AS A
DELEGATE TODAY!**

In Association with



Supported By



Munching Partner



Live Kitchen

Appliances Partner



Food Solutions Partner



Partnered By



Distribution Partner



Supporting Associations



International Participants



Charity of Choice



Official Media Partners



Online Media Partner



International Media Partner



Association & Partnerships

Lokesh Arora: +91-9999033612 | lokesharora@imagesgroup.in

Delhi:
Ekta Roy: +91-9811635408
ektaroy@imagesgroup.in

Mumbai:
Savita Vasandi: +91-9833145494
savitavasandi@imagesgroup.in

For Delegate Registration:

Sarika Gautam: +91-9717544226 | sarikagautam@imagesgroup.in

Kolkata:
Piyali Roy Oberoi: +91-9831171388
piyalioberoi@imagesgroup.in

Bengaluru:
Aashraf Alom: +91-9686014260
ashrafalom@imagesgroup.in

For Privilege Membership:
Anil Nagar: +91-9811333099
anilnagar@imagesgroup.in

Organised By



Retail Solutions

Expense management solutions are helping retailers to manage the challenges of daily expenditure at the store-level **Page 10**

Retailer

How Honey Money Top Retailers, with nine stores in NCR, is growing its customer base on the back of customer service **Page 16**

Category Spotlight: Health

Plant foods, nutraceuticals and organic are growing fast as more consumers are buying into their health benefits **Page 32**

PROGRESSIVE GROCER

December 2017

Volume 11 Number 12 · Rs 100

www.indiaretailing.com

INDIA EDITION



Page 24

**WE WILL BE A
₹1,000 CRORE
PLUS RETAIL
BRAND BY 2020**



L to R

**MANISH BHARTIYA &
SANDEEP AGARWAL**

RATNADEEP SUPER MARKET PVT. LTD.

MUNCHON'STM
Mood banaye mast!

Mood banaye mast!



Khao aur Khilao
kareeb aa jao..



AFP MANUFACTURING CO. PVT. LTD.

Corporate Office: A-1/172, 1st Floor, Janakpuri, New Delhi-110058 (India) | Phone: +91-11-46026220, 46028220

Works : B-5 & A-2, EPIP Industrial Area, Hajipur-844101, Distt. Vaishali (Bihar), | E-mail: info@munchons.com

Co-Pack query solicited.

www.munchons.com | Follow us on:     



PUT MORE PUNCH ON YOUR BREADS WITH FOODCOAST RANGE OF DIPS & SAUCES



Across 20 States | 127 Toppings | Infinite Combinations



Foodcoast International

A-23/A, Focal Point Extension, Jalandhar, Punjab- 144004

Ph.: 0181-5077771/72 | Toll Free No. 1800 274 274 0 | Email: info@foodcoast.com

Editor-in-Chief: **Amitabh Taneja**
 Editorial Director: **RS Roy**
 Publisher: **S P Taneja**
 Chief Operating Officer: **Bhavesh H Pitroda**

Editorial

Editor in charge: **Sanjay Kumar**
 Correspondent: **Nibedita Roy**

Conference Content: **Mohua Roy**
 Contributing Editors: **Zainab S Kazi**

Creatives

Art Director: **Pawan Kumar Verma**
 Dy. Art Director: **Deepak Verma**
 Sr. Layout Designer: **Naresh Kumar**

Production

Sr. General Manager: **Manish Kadam**
 Asst. Manager: **Ramesh Gupta**

Support

Sr. General Manager - Administration: **Rajeev Mehandru**

Subscription

Deputy Manager—Subscriptions: **Kiran Rawat**

ADVERTISING

Business Head

Rakesh Gambhir, Convenor, India Food Forum
 rakeshgambhir@imagesgroup.in
 Mob: +91 9910001375

Lokesh Arora, Vice President
 lokesharora@imagesgroup.in
 Mob: +91 999033612

DELHI **Ekta Roy**, Sr. Manager
MUMBAI **Savita Vasandi**, Sr. Manager
BENGALURU **Suvir Jaggi**, Vice President & Branch Head
Ashraf Alom, Dy. Manager
KOLKATA **Piyali Oberoi**, Vice President & Branch Head
AHMEDABAD **Monark J. Barot**, Asst. Manager

FOR ADVERTISING QUERIES, PLEASE WRITE TO salesfood@imagesgroup.in

CONSUMER CONNECT

Anil Nagar, Vice President
 anilnagar@imagesgroup.in, Mob.: +91 9811333099

Membership Team: **Priti Kapil** **Sarika Gautam**

PROGRESSIVE GROCER

VP/Group Publisher: **Jeffrey Friedman**
 Editor-in-Chief: **Meg Major**
 Senior Editor: **James Dudlicek**
 Managing Editor: **Bridget Goldschmidt**
 Director of Integrated Content/
 Technology Editor: **Joseph Tarnowski**
 Creative Director: **Theodore Hahn**
 Contributing Editors: **David Diamond, Bob Gatty,
 Bob Ingram, David Litwak, Tammy
 Mastroberte and Jennifer Strailey**

Stagnito

BUSINESS INFORMATION

President & CEO: **Harry Stagnito**
 Chief Operating Officer: **Kollin Stagnito**
 Vice President & CFO: **Kyle Stagnito**
 Senior Vice President, Partner: **Ned Bardic**
 Vice President/Custom Media Division: **Pierce Hollingsworth**
 HR/Production Manager: **Anngail Norris**
 Corporate Marketing Director: **Robert Kuwada**
 Promotion and Marketing Manager: **Ashley Cristman**
 Director, Conferences & eLearning: **Amy Walsh**
 Manager, eMedia Strategy & Development: **Mehgan Recker**
 Audience Development Director: **Cindy Cardinal**

As rural India gains heft in purchasing power, the ubiquitous kirana shops will make further inroads into the country's hinterland and reach places that remains out of bounds to modern retail. But the time has come for supermarkets to sally forth into many un-served or under-served districts of the country where the latent demand for modern retail service can be kindled. As transportation infrastructure and logistics across the country are improving steadily, the markets lying deep within the country can be profitably tapped by modern retail. Many retailers are now taking it upon themselves to develop personalized supply chain systems that ensure timely and nationwide delivery. On the other side, specialist companies with the know-how and expertise that comes with foreign equity participation, are increasingly making their presence felt.

These untapped markets can prove to be a fertile ground for modern grocers in India, many of whom are investing heavily in private labels to counteract the high costs associated with real estate and supply chain investment. Consumers in smaller towns and cities of India are price sensitive but highly value-conscious and private labels of modern retailers stand a bright chance of scoring high with the value-minded consumers of India's backlands. Yes, it will require an extremely well-honed and sharp strategy to overcome the deficiencies of supply chain, logistics, power, and other challenges inherent to these backwoods. But then, nothing comes easy and modern retail will have to invest early in the markets of little India in order to reap the market dividends down the years.


Amitabh Taneja
 Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

All material printed in this publication is the sole property of Stagnito Media, 111 Town Square Place, Suite 400 Jersey City, or Images Multimedia Pvt. Ltd. or both, and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/ authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase 1, New Delhi - 110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi. 110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Progressive Grocer does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: subscription@imagesgroup.in
 For feedback/editorial queries, email to: letterzeditor@imagesgroup.in
 visit us at www.imagesgroup.in

Images Multimedia Pvt. Ltd. (CIN:- U22122DL2003PTC120097)

Registered Office: S 21, Okhla Industrial Area, Phase II, New Delhi 110020,
Ph: +91-11-40525000, **Fax:** +91-11-40525001

Email: info@imagesgroup.in, **Web:** www.imagesgroup.in

Mumbai: 1st Floor, Plot No. 111/3, Marol Co-Operative Industrial Estate, Marol Andheri (East), Mumbai - 400 059,
Ph: +91-22-28508070 / 71, **Fax:** +91-22-28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, **Ph:** +91-80-41255172/41750595/96, **Fax:** +91-80-41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029, **Ph:** +91-33-40080480, **Fax:** +91-33-40080440

GRASS FED
FREE RANGE
HORMONE FREE
100% COW'S MILK



FOR MORE INFORMATION VISIT EUROPAEAFARMS.COM

COVER STORY

24 “Our vision is to be a National retail chain with ₹1,000 crore plus turnover by 2020”

With about 30 years in the food & grocery retail business, Hyderabad-based Ratnadeep Super Market has been able to carve a formidable reputation as a shopping destination that customers unfailingly identify with a rich and varied assortment of quality national and international products offered in a pleasant ambience and with customer friendly, reliable service.



CATEGORY SPOTLIGHT: HEALTH

32 NATURAL SWEETENERS

Brands need to adapt and react to the changes by partnering with suppliers that invest in sustainability and understanding regulatory and consumer concerns.

36 SUPPLEMENTS

Many international and local players to enter the nutraceutical segment whose percentage share of the overall health and wellness market is growing at a rapid clip.



18 STORE OF THE MONTH

Harvest Market Connects the Dots

New concept links consumers back to food makers.



54 TECHNOLOGY

Treasure Hunt

Understand customers by tracking their paths through the store.

IN EVERY ISSUE

52 COLUMN

New mantra for retail – social media, personalization...

56 WHAT NEXT

Food, Beverage & Non-food Products



40 ORGANIC

An increasing number of consumers are understanding the market proposition of organic products and buying into their health benefits.



48 FRESH FOOD

Fresh fruits and vegetables remain the biggest of all organic categories with sales growing every year.

10 RETAIL SOLUTIONS

How retailers can go cashless

For multi-chain retailers, managing day-to-day expenditure at the store-level is quite challenging.

12 SUPPLY CHAIN

Do's and Don'ts

Industry pros weigh in with tips for smarter logistics, warehouse efficiencies and more..

16 RETAILER

Honey Money Top Retails

With nine grocery stores in NCR, the store chain has been able to build a base of loyal customers on the strength of its quality product offerings at reasonable price and unmatched customer service.



SINCE
* 1949 *

SOUTH INDIA'S
FAVOURITE FILTER COFFEE

BANK ON OUR ROBUST COFFEE PEDIGREE THAT SPANS 7 EVENTFUL DECADES

We believe authentic filter coffee is serious business and as a testimony, proudly operate from our standalone coffee processing plant, the single largest in the country.

Till date, we have been credited for consistently producing and delivering an addictive range of robust coffee experience for in-home, Corporate and high footfall public consumption categories.

So like the millions across India, it's about time you get acquainted with a cup of Cothas.



FSSSC 22000 & HACCP certifications

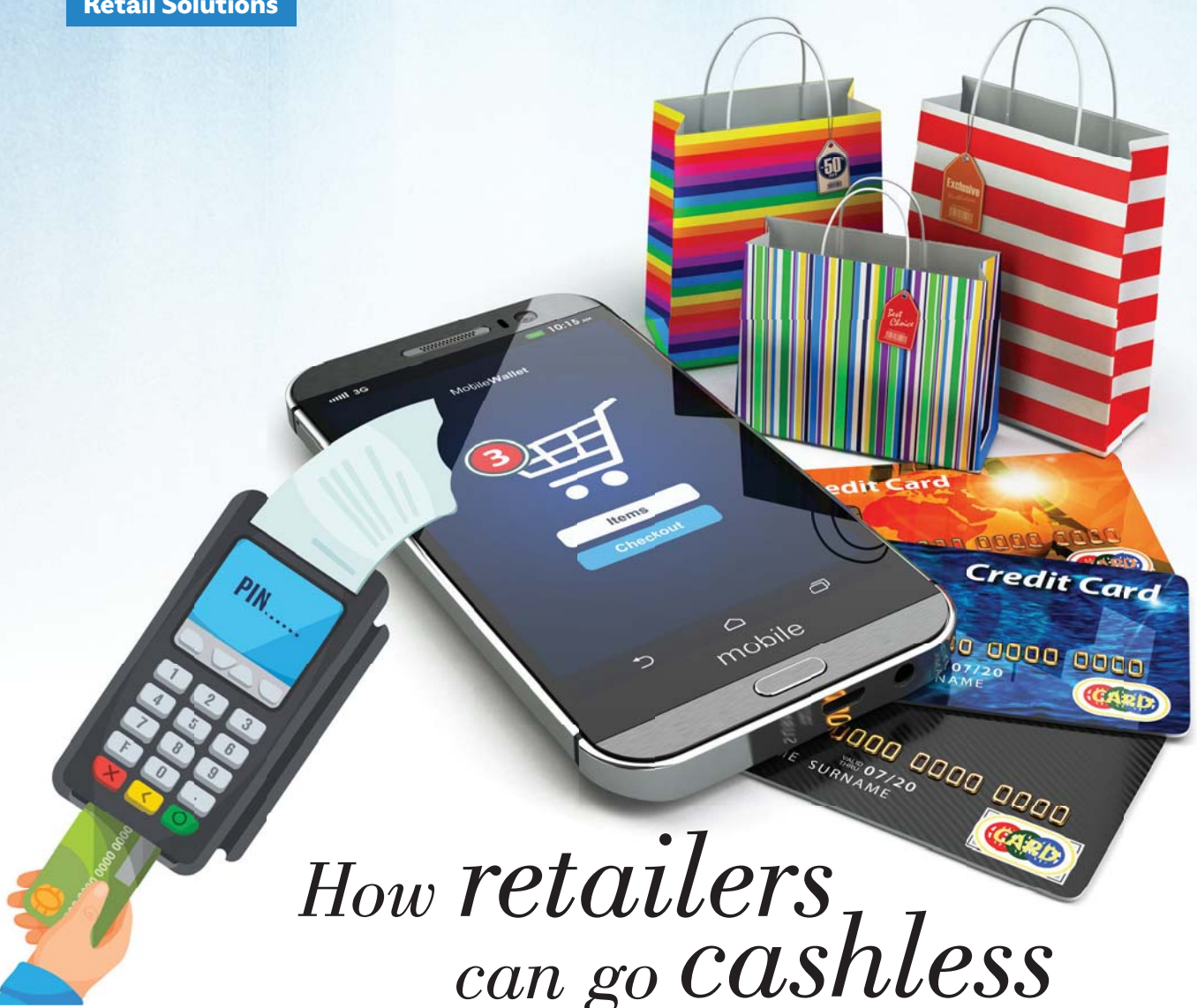


Cothas Coffee®

For enquiries, demos and installation of our beverage solutions, please contact

609-560/1, 609-560/2 & 323 Part B,
Jigani Bommasandra Link Road,
Jigani Ind. Area, Anekal Taluk, Bengaluru,
Karnataka - 562 105, India.

P: 080-67278600, +91 99016 41222
E: info@cothas.com /
managerb2b@cothas.com
www.cothas.com



How retailers can go cashless

For multi-chain retailers, managing day-to-day expenditure at the store-level is quite challenging. Everything from inventory levels, fixtures, and signage, to packaging, and point of sale service has to work in great tandem and it all comes down to the money used to run these interconnected processes. New-age expense management solutions can help you overcome these challenges.

By **Varun Rathi**

With the overwhelming development in the e-commerce market, the retail industry is always on its toes, keeping up with competition. The rivalry is simply fierce; businesses and brands are formulating new ways to stand out by creating value-added consumer experiences – both in-store and online. In this experience-driven world – on the forefront are speed, consistency and optimization; the elementary blocks that add up to a great customer experience.

Everything from inventory levels, fixtures, and signage, to packaging, and point of sale service has to work in great tandem and it all comes down to the money used to run these interconnected processes. Store staff needs to have access to money at the right time to run all processes efficiently.

The curse of cash management in retail

For multi-chain retailers, managing day-to-day expenditure at the store-level is quite challenging. How often have you had an executive from the

head-office physically visiting each store distributing cash, only to find out later that the sum he handed over was insufficient, causing further payment delays; or in excess, causing the money to just sit there idle for weeks.

There are three very basic but critical problems in this scenario:

1. The cost and time spent by an executive physically running around between stores
2. Lack of visibility of how much petty cash a particular store would require
3. Risk of funds falling short or remaining idle resulting in weak cash flow management

Then there are missteps in the manual process, like store staff forgetting to maintain receipts, losing cash or not being able to substantiate purchases. Too often, the store staff reaches out to the petty cash “drawer” for recurring operating expenses, rather than raising separate cash requests and submitting expense claims. Since petty cash bills and vouchers are typically submitted by store employees at the end of the month, finance teams spend days matching the cash given at the start of the month versus cash spent and claimed by store employees at month-end. Delays in reconciliation result in delays in fund transfer for the next month – the vicious cycle continues. Management too has a 30-day delayed visibility into store expenditure.

Now imagine this chaos across not one but 100 stores. The traditional and manual expense management systems fall apart as the number of stores increase resulting in cash leakages, accounting errors, inefficient cash distribution and reconciliation.

Taking back the control of cash

As a multi-chain retail owner, the first thing you can do to solve the problem from its root is to take cash out of the equation. How do you do this? Replace the cash with prepaid cards. Switch to new age expense management solutions in the market that help you to not only transfer cash digitally on cards but also control and track the cash spent across stores from an easy-to-use online platform. Let's take a close look at the benefits such solutions offer.

Petty cash cards to digitize fund transfers and tracking

With the right digital petty cash solution in place, you should be able to load petty cash funds on each store's card, online. As soon as your store staff starts spending the funds, you as a company administrator can track expenses and card balances via real-time data feeds. You are always on the top of expenses

and you know exactly when to replenish funds on a particular store's cards. With real-time fund transfer available at your fingertips, you don't have to transfer all funds at one time. You can pace out the fund loads as per each store's requirements thus keeping your cash flows in check.

Technology to simplify petty cash reporting

Take advantage of the state-of-the-art technology and mobility offered by digital solutions. Empower your store staff to submit their petty cash spends and bills on-the-go. Enable store managers and finance teams to approve expenses online and complete reconciliation within hours instead of weeks.

The analytical dashboards offered by digital expense management solutions can give you a good overview of your organizational expenditure at any point in time.



Spend analytics for better decision making

The analytical dashboards offered by digital expense management solutions can give you a good overview of your organizational expenditure at any point in time; you can even drill down into spends on the basis of specific spend categories, time duration, employees and stores. With analytics, you can track the average fund requirements of each store and manage your cash flows more efficiently. You can also detect anomalies in spend data and take corrective action.

Digitization of retail cash management also helps you reduce your operational costs. Companies that use digital solutions save roughly 80% of the cost spent on hiring people to specially manage manual processes and save 75% of cost spent on travel and courier. **PG**



The writer is co-founder and COO of Happay, a FinTech company offering state-of-the-art business expense management solutions to corporates. Happay helps companies automate manual processes and manage store-wide expenditure centrally, from an easy-to-use cloud-based platform.



Do's and Don'ts

Industry pros weigh in with tips for smarter logistics, warehouse efficiencies and more.

By **Jenny McTaggart**

The tried-and-true grocery supply chain sounds simple enough in theory: Get products from the field or manufacturer to the warehouse, and finally to the store, as quickly and efficiently as possible.

But today's retail executives aren't finding the task easy at all, as they're constantly challenged with planning pitfalls, often unpredictable delays in shipping, important safety regulations that must be adhered to, and even trials in consumer marketing, particularly as it relates to how they can reach and satisfy mobile consumers who have more choices than ever before.

To help make things a little more manageable, Progressive Grocer has rounded up a quick list of "do's and don'ts" from professionals who work in various areas of the supply chain, including overall strategy and planning, transportation and logistics, and technology. Their insights will hopefully inspire

you not only to solve some of your most pressing problems, but also to discover some innovative ideas.

Demand Planning

First and foremost, successful supply chain management requires thoughtful planning. **Mike Griswold**, research VP at Stamford, Conn.-based Gartner, offers the following advice to retailers as they contemplate their initial courses of action:

Do ensure supply ownership of the demand-planning process. Mature retail supply chains centralize the demand-planning process within the supply chain for the following reasons:

Objectivity: Buyers and merchants tend to have an emotional investment relative to the performance of an item, and therefore tend to show a bias toward over-forecasting. Ownership by the supply chain provides an objective, impartial view of demand expectations.



End-to-end perspective: Visibility of all three levels of demand gives the supply chain the complete end-to-end picture of expected demand aligning from the shelf back, across all sales channels, and improves the ability to effectively match demand and supply.

Skill set alignment: Buyers and merchants typically focus on assortment rationale, category strategy and the alignment of shopper preferences with merchandise selections, which are more qualitative skill sets. Demand planning requires a more quantitative focus that's more closely associated with work conducted by the supply chain.

Centralization within the supply chain leads to higher forecast accuracy and improvements in on-shelf availability and inventory productivity.

Getting Logistics Right

Whether navigating the latest regulations of the Food Safety Modernization Act (FSMA), or evaluating specific modes of transportation, the job of getting food and other grocery items to stores, or directly to consumers, seems more daunting than ever. Here are a few tips from the pros:

Mark Petersen, director of global sourcing at Eden Prairie, Minn.-based Robinson Fresh, provided the following guidelines for transporting goods by air, land and sea:

Do mitigate risks with all parties involved in moving temperature-sensitive product — shippers, carriers, vendors, providers, etc. — by making sure they all understand the importance of maintaining a cold chain.

Do think strategically about carrier and shipper needs. If a shipper transports full truckloads of cheese to local retailers, they may be able to arrange for the same carrier to move empty cartons on the backhaul. The shipper not only solves a reverse-logistics problem, but may also reduce transportation costs now that the carrier has eliminated otherwise empty miles.

Do have a system of checks and balances in place during loading/unloading to minimize problems. With the implementation of the Sanitary Trans Rule of FSMA, many of these best practices are requirements for certain commodities. Throughout the process, be sure to inspect:

- Product temperature prior to loading
- Trailer precooling condition
- Condition of equipment prior to loading
- Proper container air flow while loading.

Don't forget to weigh all of the pros, cons and price of each transportation service before ruling any out — each comes with its own unique set of risks. Just because it's more expensive doesn't mean that you should abandon it immediately.

Don't overlook even the smallest details while planning. Bring every detail to the table — from acceptable temperature ranges and continuous temperature versus cycle settings to proper seals, contingency plans and equipment expectations, along with processes for returns and rejections. Even before product is loaded, every leg of the journey must have clear expectations to mitigate the added risk that comes with temperature-sensitive products.

From **Gregg Lanyard**, director of product management for transportation and logistics at Atlanta-based Manhattan Associates:

Do optimize continuously. Look for inbound backhaul opportunities with suppliers, and use transportation management system (TMS) technology for full visibility into inbound and outbound operations.

Do measure performance. Today's TMS offerings provide a plethora of data to ensure that you're tracking against a plan, and will allow you to drill into exactly what may be causing speed bumps in the supply chain.

Don't assume that your store delivery schedule from last year is the right delivery schedule today.

Do a continuous evaluation of store delivery routes, including dynamic versus static delivery options, store delivery days, and time windows to optimize outbound operations and reduce mileage.

Don't treat outbound transportation as a “one and done.” Continuous optimization is vital as stores open/close, supply networks change and transportation rates adjust to market conditions (i.e., fuel costs).

From **Tim Smith**, EVP at Irvine, Calif.-based Lineage Logistics:

Do use lean logistics ideals and procedures to optimize operations and save a significant amount of money.

Don't ignore small details, such as temperature variations on receiving docks and infrequent activities



“Continuous optimization is vital as stores open/close, supply networks change and transportation rates adjust to market conditions.”

— **Gregg Lanyard**
Manhattan Associates



like driver strikes, when conducting supply chain-planning exercises. They're among the most likely causes of disruption.

From **Doug Bloss**, director of supply chain solutions for consumer packaged goods, and **Alex Korcsmaros**, director of customer logistics for consumer packaged goods, at Miami-based Ryder:



“
There's a tendency for operators to leave wide aisles to reduce congestion; however, the savings are greatly offset by the additional steps taken by the pickers.

— **Doug Bloss (pictured) and Alex Korcsmaros**
Ryder

Do optimize commodities within an outbound trailer by delivering dry grocery, frozen and perishables with multitemp trailers to mitigate stops per trailer and receiving dock resources at the stores.

Do implement a temperature-monitoring device to track the integrity of the cold chain, and proactively identify products exposed to unsafe temperatures that could result in a recall.

Don't drive down transportation rates to the point where your core carrier partners are less likely or unable to be responsive during peak seasonal demands, causing service and delivery issues.

Regarding the warehouse, they offer this advice:

Do limit the width of the pick aisles to reduce the number of steps each picker has to take. Aisles should be just wide enough to allow for a narrow-aisle-reach truck to turn. There's a tendency for operators to leave wide aisles to reduce congestion; however, the savings are greatly offset by the additional steps taken by the pickers.

Do implement automated stretch wrappers that allow pickers to drop pallets onto a conveyor, which moves a completed pick pallet to the wrapper and out the other end for another operator to retrieve and stage the wrapped pallet. This allows the picker to continue picking and eliminates the wait time it takes for the wrapper to finish.

Do set up a picking productivity incentive program with safety and accuracy qualifiers to motivate pickers to be more efficient.

Don't set up pick aisles with pick slot pallets elevated from the ground. This increases the safety risk of pickers tripping over crossbeams. Having to maneuver over the crossbeams creates inefficiencies for the pickers.

Don't chimney- or column-stack pick pallets, as this will cause cases to fall over, especially as the



picker is maneuvering through the pick aisles. The picker should always interlock the cases to ensure increased stability of the pallets.

In-store Success

Once product arrives at the store, there are still some important supply chain issues to address, including tie-ins to planograms and promotions. Here are a few tips to consider:

From **Graeme McVie**, general manager at Precima, in Toronto, with a U.S. office in Chicago:

Do include marketing and merchandising teams in supply chain-planning meetings so you can integrate price, promotion and assortment modeling into the overall product fulfillment processes.

Don't forget to constantly measure supply chain performance and keep a moving baseline as service rates improve.

From Ryder's Bloss and Korcsmaros:

Do consider backroom space availability when designing delivery method, order size and delivery frequency.

Do align slot case pick slots with the store planogram, making allowances for movement and stackability. It's important that the retail stores have consistent store planograms for this layout to be effective. **PG**



For the supply chain do's and don'ts of data accuracy and technology, visit progressivegrocer.com/datatech.

Shelly's®

THE TASTE OF BENGAL

Taste the Tradition of Bengal

Shelly's brings to you the authentic flavours from the bountiful kitchens of Bengal. Made with the freshest and finest quality of ingredients, it comes with the promise of retaining the traditional taste and aroma in its purest form. So, just give in to the deliciousness.



bluestockings/shellys/12/17

GENERIC SPICES | WHOLE SPICES | MIXED SPICES
 READY TO MIX SPICES | COW MILK GHEE | RICE
 PICKLES | CHUTNEYS | KASUNDIS | READY TO COOK

Surji Agro Foods Private Limited., Kolkata

P +91 33 2227 1148/ 2265 5959

For trade enquiries: 97486 02923

E shellys@shellys.co.in

Now Available at

HyperCITY

A BSWA and TESCO Distribution
STAR Bazaar
 HELPING YOU SPEND LESS

more
 QUALITY MATTERS

spencer's

METRO
 Cash & Carry

arambagh's FOOD MART
 ESTD 1972

Shop Online

G GROFERS

BANGLA CONNECTION
 "Flavours of Bengal at your doorstep"

bigbasket

amazon pantry
 NEXT DAY DELIVERY

SastaSundar!
 health & happiness



“We are the best loyalty provider in Delhi-NCR in F&G retail”

Surrendra Gond, CEO, Honey Money Top Retails, which operates nine grocery stores in Delhi-NCR, speaks to Progressive Grocer about how its stores have been able to build an enviable base of loyal customers on the strength of its quality product offerings at reasonable price and unmatched customer service.

Describe the journey of your store over the years and which new departments you have added to the stores?

Since 1997 – when we started our retail journey – our motive has been to serve the customer with quality products in the retail industry. Over the years, we have expanded our product repertoire and added new departments – imported fruits, fresh vegetables, and the best in grocery products. Our brand Honey Money Top Retails has grown into a large chain with multiple stores in Delhi, Greater Noida, Noida and Gurgaon. Apart from stocking all major category products, our stores are known for stocking specialised products such as Jaipur ki Gajak, south Indian savories, premium Punjab ke sweets to Thandai from Lucknow. We try to deliver the best of all major food products of our country.

We have own store brands for dry fruits and spices. Our private brands offer the best quality at reasonable prices when compared with other branded products. We also sell high quality and tasty bakery products like cakes, breads & buns.

What do you feel are the marked differentiators for your stores? Which are those elements that have become the hallmark of your stores?

Our stores are known for their high quality offerings in fruits, vegetables, and grocery at reasonable prices. We have been successfully able to sell quality produce at affordable rates as we do our purchasing directly from the mandis. Honey Money Top Retails has a dedicated procurement team that does mandatory tests and quality checks for every purchase based on our policy of maintaining the highest standards. Every range of products in each category is diligently audited for quality checks before they can be displayed for sale in the store.

Another hallmark of our stores is that the staff at outlets is very helpful and very well informed about the products in each of the departments. Our stores are known to maintain stocks across various categories at all times and women find it very conducive to indulge in free-minded shopping at Honey Money Top Retails.

Which are the fastest-moving product categories in your stores?

Fruits and vegetables, dairy products, veg and non-veg frozen foods, own brand dry fruits, grocery and personal hygiene products, pet foods, fresh bakery and confectioneries, beverages, south Indian special products are the best-selling and fastest moving products in our stores.

What is your private label strategy? In which categories do you have private labels?

What is the location strategy for your stores?

The location strategy of our stores is based on serving and reaching out to premium quality customers and upwardly mobile professionals. All our stores are





Sales contribution from product categories

Major Categories	Contribution %
Processed Food	70
Confectioneries	70
Beverages	80
Instant Food	90
Namkeen / Sweets - Snacks	90
Personal Hygiene	60
Grocery	95
Dairy Products	98
Fresh Non-Veg Food	95
Fruits	97
Fresh Bakery - Breads	95
Vegetable	95

located in the areas, colonies and societies where our target customers can easily reach out to us.

Which interesting concepts or innovations have you introduced at your stores?

We also have a policy of rewarding our loyal customers. These customers get to avail of more benefits with each and every shopping that they do with us. We provide more bonus points benefits to the customers than other retailers and our Loyalty Program features some of the best benefits to our customers under the existing schemes and offers. Then, we also provide free home delivery service and we are the one and only store in the regions we serve to have introduced five different ways of placing orders with us, which shows our commitment to meeting customer convenience.

What has been the impact of your loyalty program on store sales?

Honey Money Top Retail's loyalty membership program has been developed to forge a close relationship with our valuable customers. We have kept our loyalty program strikingly simple. Customers can register with their contact details and become our Loyalty Member free of cost. They can use the loyalty card to earn and redeem points for every transaction, including the exclusive schemes and offers. We give our loyal customers four points – equivalent to one rupee – for every hundred rupees worth of transaction. Also, there is no limitation value for redeeming the earned points. So, customers can start redeeming from the second shopping itself after registering with our loyalty program. In F&G retail, we are the best loyalty provider in Delhi-NCR. We have been able to build a large base of loyal customers who shop with us regularly at our stores. We are spending Rs. 1 lakh plus per month per store on building our loyalty program.

HONEY MONEY TOP RETAILS AT A GLANCE

Name of store brand: **Honey Money Top Retail's**

Retail format of stores: **Service oriented Departmental store**

Number of stores currently in operation: **Location: Nine stores in all; Located in Greater Noida, Noida, Gurgaon and New Delhi**

Launch of first store: **1997**

Average size of stores: **3,500 sq.ft**

Total retail space under operation: **45,000 sq.ft**

Operating model – company owned, leased or rented: **Both**

SKU count in store: **45,000+**

Average daily/ weekly footfall: **500+ per day per store**

Average bill size/ transaction: **INR 600**

Average sales per sq.ft.: **Rs.70 per sq.ft**

Average monthly turnover of stores: **INR 10 crore**

Size of supplier base: **1000+**

Sales growth y-o-y: **15%**

Which marketing and promotional activities do you prefer for pushing sales in your stores?

For marketing and promotional activities, we rely on SMSes, e-mailers, leaflet distribution, banner display, and FM radio.

What do you consider to be your strengths and achievements in retailing?

Honey Money Top Retail's prides itself on the fact that its stores offer the best quality products at a reasonable price with an unmatched customer service.

What are your plans for the future?

Our plan is to have 30+ Honey Money Top Retail's stores in Delhi-NCR by 2021. **PG**



CHEF INSPIRED

The deli and salad bar items were in R&D for a year before the store opened, to work out the best sources for local ingredients in the correct flavor combinations.

Harvest Market *Connects the Dots*

New concept links consumers back to food makers.

By Katie Martin

Photography by Vito Palmisano

When Niemann Foods broke ground on a new location in Champaign, in downstate Illinois, the plan had been to launch the store under its well-known County Market banner.

But Rich Niemann Jr., president and CEO of the Quincy, Ill.-based operator, and his team realized that they'd need something different to compete in the university town, so they began playing around with an idea they had for a new concept, one that focused on the growing farm-to-table trend.

The resulting 58,000-square-foot Harvest Market, which by its very name harkens back to the land, offers a blend of conventional items and natural/organic products supporting the farm-to-table ideal, with conventional products making up about 40 percent of the selection and natural/organic accounting for the bulk, at 60 percent.

"We began with the idea and understanding that we wanted to have a connection for our customers that is unique in the industry and allows them to understand who the producers and makers are," Niemann says. "Everything flows from this

relationship with these producers and makers. That also allows them to understand where their food comes from, what's in it, what's not in it. People are very, very interested in that."

The switch to a focus on local or smaller producers had the team rethinking the entire supply process. County Market stores are supplied by traditional wholesaler and DSD vendors, but for the new Harvest Market concept, Niemann says: "We just realized that the food business is changing. Obviously, it's changing very fast. How can we have something that has a real, true connection?"

Personalized Supply Chain

The answer was developing relationships directly with the producers. The team makes an effort to visit the farms or facilities to create that personal connection and document the visits in the store or on social media so customers can also develop a relationship with the makers of the food they're buying. For example, the produce department features signage with Niemann's photo when he visited Natalie's Orchid Island Juice Co.'s facility in Fort Pierce, Fla.

All departments feature marketing that highlights the farmers or producers, often accompanied by a photo of a Harvest Market team's visit. If it's not on display in the department, Harvest Market has the visit featured on its website. Additionally, the store brings those farmers and producers on site to meet customers directly.

"In the bakery, in produce, we're setting up folks, farmers, throughout the season, to be in here at least once a week to tell their stories and interact with the guests, because that's what people want," says Marty Travis, who runs Spence Farms, a Fairbury, Ill.-based aggregator that sources product from about 50 farms to supply Harvest Market.

On two occasions before Thanksgiving, Harvest Market had the farmer who raised the turkeys sold in the store take part in a meet-and-greet with shoppers. Producers are often in the store demoing and sampling their products and speaking directly to customers.

"Exploring new tastes and the story behind that is so much of what we do here," Niemann says. "People spend a lot more time in this store than they would a typical store. They're probably here a good 10 minutes longer than what we would normally expect, and that's because they're interested in what's going on.

"Product is all around us, but for years and years, we've participated in the normal grocery system like everybody else," he continues. "The old model



BEEFING UP

Several beef products are supplied by President and CEO Rich Niemann Jr.'s own ranches, allowing the store to control the product "from hoof to case," he says.



DEMONSTRATION THEATER

Harvest Market regularly invites its producers and makers, like Chef Martin, based in Chicago, who crafts sausages using old recipes from the family's Austrian butcher shop.

doesn't work anymore, and we really believe that entertainment is part of the business going forward. Entertainment is food knowledge, and it connects you back to the land and to the producers. This store and our team are a lot more about entertainment and knowledge than they are about pantry fill."

Food as Entertainment

That entertainment component, which supports the farm-to-table concept, is on full display at Harvest Market, with the scratch bakery associates making products in view of customers, meats that are smoked in the store, and butter churned on site. The USDA-certified butter-churning room is, to Progressive Grocer's knowledge, the first of its kind in a supermarket. The room features several low windows so that everyone, including children, can watch the process.

The idea to churn butter on site began as a way to tell the story of the new concept. "We wanted to do some unique things to show our connections to the farmer, our connection to the grower, and then straight to the manufacturer," explains Kevin Walker, foodservice director.

Store of the Month

The butter is used as an ingredient in several departments within the store in addition to being sold directly to customers. Byproducts also are used in house; for example, the bakery uses the buttermilk to make its biscuits, and the prepared food department uses it in its finished products.

Recently, the store added a variety of compound butters. Demand often outstrips supply, but production is dictated by the availability of the fresh, local cream, and labor. The process is laborious, and it takes a while to train new butter churners.



DAIRY RELOCATION

(L-R) Jim Cox, SVP/director of operations; Tim Fink, VP fresh product; and Ron Cook, VP/director of marketing stand in the dairy that was moved into the center of the store.

The butter is made from both whey cream and sweet cream, which are pasteurized in-store before being churned and worked by hand to remove the excess buttermilk. The finished butter is sold in 1-pound packages in the dairy department and in a 12-ounce size in the Farmstead Cheese Shop. “We’ve been selling out almost every day,” Walker notes. “It’s been really a good thing.”



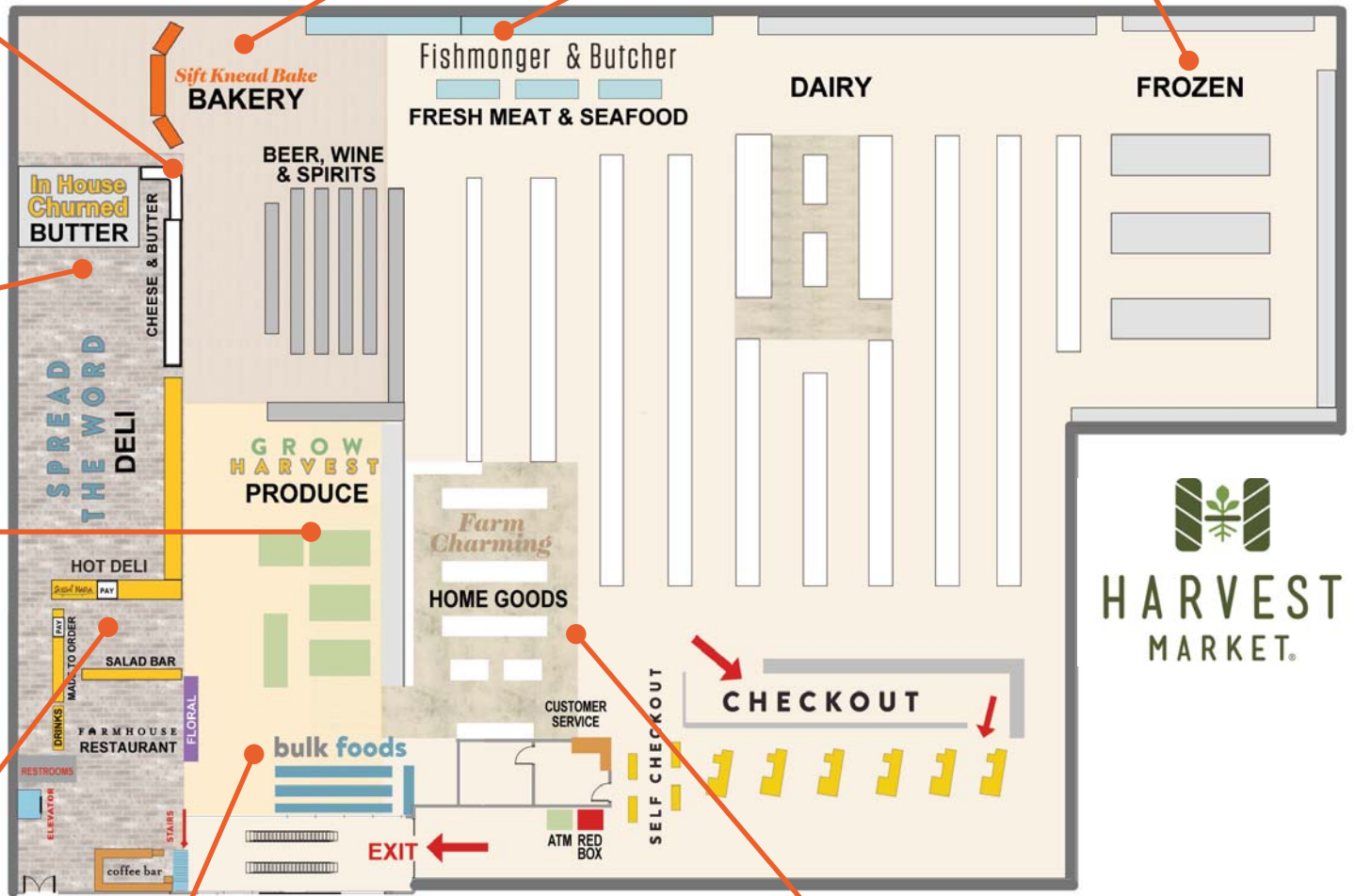
We wanted to have a connection for our customers that is unique in the industry and allows them to understand who the producers and makers are.

— Rich Niemann Jr.
President/CEO,
Niemann Foods

Scratch Made

To help make the farm-to-table connection even clearer for customers, Harvest Market decided to create prepared food departments that make almost all of its products from scratch, from the deli to the bakery to the restaurant.

The prepared food departments use the same suppliers that supply other parts of the store, so customers are buying the same product no matter whether they purchase it to prepare at home or buy it already prepared in store. For example, local eggs that customers buy from the case are



CONNECTING THROUGH SOCIAL MEDIA

Harvest Market, in Champaign, Ill., is a new concept from Niemann Foods that's focused on connecting customers with their food through the supermarket. To connect shoppers to the store, the company is largely using social media to get out its message. The store doesn't use advertising in the traditional way that most supermarkets do — no weekly ads in local newspapers (fliers are printed and available in store with weekly specials); instead, social media plays that role.

"This store lives and dies in social media, because that's how the stories really get told," says Rich Niemann Jr., president and CEO of Quincy, Ill.-based Niemann Foods.

Ron Cook, VP/director of marketing, notes that the company started spreading the word about the new store several months in advance of its debut. "We introduced what we were doing two months before we opened, and we had 5,000 people in our community already engaged with our local brand that were talking about it," he adds.

The store also is recruiting its suppliers to spread their own messages via social media. "As they're harvesting wheat or corn, we're filming that and posting it to our site," Cook says. "It's talking to our customer and saying, 'This is what we're doing. We're a part of the story.'"



TAKE A LOAD OFF

The Farmhouse Restaurant, which features seating for about 200 both downstairs and in the mezzanine, creates an atmosphere that invites customers to sit, relax and stay awhile.

the same eggs that the deli, restaurant and bakery use to create their products.

The Farmhouse Restaurant is a first for Niemann Foods. "Here at Farmhouse, what's unique to us is, we're from scratch," says Robert Rodrigues, Farmhouse manager. "We're able to formulate authentic dishes and collaborate with a lot of our local farms. We're able to source everything within this region and showcase quality at its best: Food that is approachable and recognizable."

The store serves as the supplier for many of the restaurant's products. "I have the largest pantry in

town," Rodrigues notes. "With all the products at my disposal, really the sky's the limit."

One of the restaurant's best-selling products is chicken pot pie featuring house-made biscuits made from locally sourced grain and butter churned on site. "We're able to collaborate with different departments to showcase something stellar," Rodrigues observes. "It's Grandma's good old chicken pot pie, but just stepped up with quality ingredients."

J.P. Speckman, Farmhouse Restaurant's chef, notes that the store's commitment to local sourcing also ensures that product is as fresh as possible. "If I put an order for my basil in today and it comes on Wednesday, that means he picked it Tuesday and brings it straight to me Wednesday," he says. "I have the freshest basil right off the plant that I can get."

Foodies Should Apply

The commitment to fresh prepared products also required Harvest Market to change how it hires staff. An interest in food and a willingness to share knowledge became more important than it might be in a typical supermarket.

"The culinary conversation here is so much greater than the other stores I've been a part of," enthuses Tim Fink, VP fresh product. "As customers get in here, they experience it; they recognize that we have people that are into food, know how to prepare food and want to talk about food."

"All of our associates have to believe that they're on a mission here — this is not a grocery store," Niemann says. "This is a mission that we're on to help our customers and provide that information, that interest and that passion for food." **PG**



Bringing health to life!

Monday to Friday

easy to Cook day

Monday

Classic Macaroni Salad



Tuesday

Vermicelli Upma



Wednesday

Rice Sevai Kesari



Thursday

Soya Pulav



Friday

Hot & sour soup





“Our vision is to be a National retail chain with ₹1,000 crore plus turnover by 2020”

By Sanjay Kumar

With about 30 years in the food & grocery retail business, Hyderabad-based Ratnadeep Super Market has been able to carve a formidable reputation as a shopping destination that customers unfailingly identify with a rich and varied assortment of quality national and international products offered in a pleasant ambience and with customer friendly, reliable service.

Progressive Grocer spoke to Sandeep Agarwal, Managing Director, and Manish Bhartiya, Director, Ratnadeep Super Market Pvt. Ltd. about how the retail chain is looking to leverage its strengths for expanding its private label business, partnering with more brands in the food business and ramping up its footprint beyond Hyderabad to other regions in the country.

L to R
MANISH BHARTIYA & SANDEEP AGARWAL 
 RATNADEEP SUPER MARKET PVT. LTD.



What do you consider the unique features of your store?

Sandeep Agarwal: Ratnadeep is unique and special in the supermarket store format. Our stores have the better advantage in terms of navigation of products, identification and user-friendly product planogramming. All our stores offer superlative customer convenience and a pleasant shopping experience. Also, we are known for the rich assortment/ choice of brands at our stores. The imported assortment/ SKUs/ merchandise are an added advantage with easy availability and proven authenticity of different brands compared with what is available in the general market and other stores. Our imported fruits/ vegetables and products in the regular segment come with the assurance of best quality, right quantity and price, which is our specialty. Our own staples and pulses are also known for better quality and reliability and are the best in the market.

What is the major customer and value proposition of your store brand?

Sandeep Agarwal: Our customer base is majorly SEC “A” and “A+” with a 100% conversion rate of shopping at all our stores. Quick checkout, great ambience and a wide range of assortment are our stores’ unique value proposition. The multiple choices of brands at our stores, availability of a wide variety of assortment and the fact that we run regular promos offering prices that are comparable to the best in the market makes us stand apart from other retailers in the city. All our stores are centrally air conditioned with best tools for merchandise navigation and selection, uniform planogramming, and multiple billing points for faster check-out from the store. We are known for offering the best quality and reliable services in the industry since the past 30 years.

At your stores, which department/s in particular draws in the highest traffic and transactions? Overall, how much is its sales/revenue contribution?

Manish Bhartiya: Our specialty – our own brand of grocery/ fruits and vegetables – and the imported FMCG brands are the top sellers. In terms of sales, grocery/ fruits & vegetables/ imported assortment contribute about 30% plus of our overall revenue pie.

Have there been successful instances where you have partnered with brands and there was a favorable impact?

Sandeep Agarwal: In our stores, we strive to achieve a strong bonding with the locality catchment. Apart from relying on our own assortment, we regularly partner with popular FMCG companies and approach many locally known brands such as Agra Sweets, Almond House, and many more.



“
We have a chalked out plan for continuous expansion of our stores going forward. We have plans for launching, in different phases, different format stores like food & grocery stores with a Food Court and partnering with international, national, and premium local brands.

— Sandeep Agarwal
MD, Ratnadeep Super
Market Pvt. Ltd.

Which are your top-selling private labels? What are your plans to augment and expand your PLs?

Manish Bhartiya: We have our own “Excella” brand of staples and pulses and our private labels in some other FMCG assortment. We have just stepped into our own labels in FMCG, starting with Soan Papdi, Besan laddu and some other products. We are in the process of introducing our store brands in some more food and FMCG categories, and will be entering the house cleaning segment shortly. The aim is to offer our store brands for catering to the customer’s day to day requirements with best quality and value of money products.

As of now, what is the contribution to your sales from your store brands?

Manish Bhartiya: Our own brand in grocery, farm to fork model of fresh produce (fruits & vegetable) contribute 30% of our overall sales.

What is your strategy for merchandise display and inventory management?

Manish Bhartiya: Over a period of 30 years, Ratnadeep Super Market has grown from a small partnership firm to a multi store private limited company. All through, we have made conscious efforts to improve the quality standards by implementing quality checks at various levels of merchandising. Today, Ratnadeep is considered as the best destination for customer-friendly shopping in Hyderabad. In spite of a number of national and international companies setting up supermarkets and hypermarkets in the city, we have been able to increase our customer base at a steady pace thanks to our strength in assortment and the quality assurance of our products.

RATNADEEP: READY RECKONER

Retailer/ Brand Name: **Ratnadeep**

Launch Year: **1987**

Parent Company: **Ratnadeep Super Market Pvt. Ltd.**

Company Headquarters: **Hyderabad**

Key People: **Sandeep Agarwal (MD); Manish Bhartiya (Director)**

Store Format: **Convenient/ Fresh**

Average Size of Store: **6,000 sq.ft.**

Total Number of Outlets: **38**

Total Retail Space (in sq. ft.): **2.25 lakh sq.ft.**

Cities where operational: **Hyderabad, Secunderabad**

Annual Turnover: **INR 550 crore**

Average Sales per sq.ft.: **INR 2,500**

Same Store Sales Growth: **9%**

Average Footfall: **790 per day per store**

Average Bill/ Ticket Size: **INR 500**

SKU Count in Store: **12,000 in F&G; 20,000 plus inclusive of GMS,**

Number of Employees: **2500**

Ratnadeep stores run on a strong software platform, which allows us to efficiently manage the inventory/ pricing/ billing/ CRM and other operations. Store-wise assortment with unique customer friendly planogramming and navigation methodology are integral features across all our stores. From time to time, we carry out promo announcements and flyer displays to customers through web/ net/ other social media platforms. We are effectively employing FT/ NFT for administering of purchase, merchandise ordering and replenishment at warehouse/ stores. The MBQs are designed and deployed to avoid stock-outs and for running a better predictive ordering system. All of these systems allow us to take care of customer convenience and ensure higher shopping satisfaction across all our stores.

Have you taken any innovative steps to strengthen your supply chain?

Manish Bhartiya: Our supply chain effectiveness can be inferred from the fact that the products received at the warehouse in the morning can found in the stores on the same day. Maintaining this high efficiency gives our stores high fill rates and the guarantee of product freshness and their regular availability to the customer. Ours is a company-

POSIFLEX

For Enquiry

+91 953 543 2110



Integrated
Printer



Innovative
All In One POS

MOBILE BILLING MADE
EASY FOR FAST AND EASY
CHECKOUT

MT 4300 Series

2D
Scanner

Bigger
Display

Removable
Battery

POS, Q-Bursting, Inventory Audit, Estimate Bill Preparation, CRM



MT4308/MT4310W

- ▶ Rugged Mobile Tablet POS Unit with 1 * MICRO USB OTG & 2D Scanner
- ▶ Intel Cherry Trail x5-Z8350, 4C, 1.44 CPU with 64GB eMMC Storage
- ▶ MT 4308 - 8" & MT 4310 - 10" Tablet POS Display
- ▶ Gorilla Glass PCAP with Multi-Touch Support
- ▶ OS - Windows 10 IoT 32 & 64 bits
- ▶ Dual Band 2.4 GHz / 5 GHz WiFi + BT, MSR - 3T MSR Reader, RFID Support MIFARE Classic 1K & MIFARE Ultralight, 1D/2D Barcode Scanner Embedded in Pistol Grip, Smartcard Reader- EMV Level 2 Certified [Cannot Co-exist with 3G Module], 3G-Full Band [Cannot Co-exist with Smartcard Module]

POSIFLEX Technology [India] Pvt. Ltd.

985, 1st A Main, 4th Cross, New Thippasandra, Bangalore 560 075

+91 80 4078 2700/17, +91 953 543 2110 sales.ig@posiflexindia.com www.posiflexindia.com

→ EXCELLENT CUSTOMER – CENTRIC INITIATIVES

EFFECTIVE TECHNOLOGY ADOPTION

Without any support of ERP platform, Ratnadeep stores manage a regular 20,000+ active SKU base. All stores follow a planned store-wise assortment with unique/ customer-friendly planogramming and navigation methodology. Ratnadeep stores have implemented, from time to time, the latest technology updating system and software for enhancing customer convenience. These measures help the customers get access to faster and accurate billing information and boosts store efficiency in areas such as CRM/ Promotions/ Inventory Management, apart from helping the management in the MIS and back-end operations of the organization.

SUPPLY CHAIN MANAGEMENT

The replenishment processes are effective with auto indenting/ ordering from stores to vendors. Replenishment from the warehouse to stores is complied with minimum system/ manual intervention. All the stores are equipped with a system of effective assortment planning and availability and inventory control. As a result of the efficient supply chain management, the turnover of the company has grown steadily by 20% over the past five years.

HUMAN RESOURCES

The attrition rate at Ratnadeep is minimal as compared with the industry standards. The management and its policies are geared towards encouraging longer duration loyal working association with the company.

MERCHANDISING

Ratnadeep stores are known for their high assortment. The retailer follows a “glocal” merchandising model, which is a combination of global & local merchandise in foods/ non-foods, grocery/ staples/ fruits regular/ imported and specialty fruits/ vegetables/ household items/ personal care, among others. The merchandising strategy is uniquely planned keeping in mind the availability of products as per the location of stores and their catchment segmentation. The assortment of all SKUs put together is roughly 20,000 plus.

MARKETING & PROMOTIONS

Marketing activity includes regular promos’ communication through reputed media vehicles like newspaper/ radio/ web/ SMSes, etc. The stores are positioned as offering the best customer friendly promotions and excellent assortment/ product mix with freshness as the key feature.

CUSTOMER SERVICE

Customer service is well taken care of by attending to the customers at bays/ locations to help them pick the products and conveniently get through the billing process at multiple counters. The stores have several billing counters to facilitate quicker movement of customers and settlement of transactions. The store environment is curated to maximize the shopping experience and delight customers through easy accessibility to a rich assortment and freshness of products, and higher service levels.



owned supply chain management, which is unique in the retail industry. The supply chain system is enabled with the daily inventory delivery matrix to the store locations.

What is the location strategy for your stores?

Manish Bhartiya: Our stores are located on high streets and main streets keeping in mind our focus on customer convenience. All our stores enjoy ample parking facilities with hassle-free customer passage into the store.

What is the investment needed for setting up a new store and how much time does it take for a store to break even?

Sandeep Agarwal: Generally speaking, each of our store costs about Rs. 1.5 crore and above to set up. The break-even period ranges between six and nine months or a year from the start of operations.

With your years of retailing experience, what do you feel are its most essential attributes for ensuring sales and profitability?

Sandeep Agarwal: First and foremost, you need to have a firm grip on the inventory control and focus on cost optimization without compromising on the standards of service to the customer and your back-end operations. The profitability is generally under pressure due to the





LOGISTICS WITH GST COMPLIANCE

Call The Experts

Assured Input Tax Credit

Partner with a Logistics Service Provider having 100% GST Compliance to get assured Input Tax Credit. Reduce your supply chain costs significantly. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics network, covering all 22110 Pincodes of India.



Call: 1800 113 113

info@safexpress.com

www.safexpress.com

Distribution Redefined



“
Ratnadeep stores run on a strong software platform, which allows us to efficiently manage the inventory/ pricing/ billing/ CRM and other operations. Store-wise assortment with unique customer friendly planogramming and navigation methodology are integral features across all our stores.

— **Manish Bhartiya**
 Director, Ratnadeep Super Market Pvt. Ltd.

escalated supply chain management costs/ inventory carrying costs/ pilferage and rentals/ manpower cost, etc...so these metrics need to be worked on meticulously and maintained at all times. In the end, you need to give your best on all fronts without compromising on the front-end so that customers go back with a pleasant shopping experience.

We comply with and follow all the statutory regulations/ compliances on all fronts, which is imperative to driving sustainability in operations and maintaining a conducive work environment at all levels. All of these factors are necessary to accomplishing business survival, and drive sustainable operations with reasonable profitability.

What have been your major learnings in this business?

Sandeep Agarwal: You get to learn something new every day. Your learning never stops so one should keep looking at ways to offer still higher levels of customer satisfaction through creative planogramming, customer-friendly navigation, better service standards, quality offerings, and in every other way.

How would you describe your achievements so far?

Sandeep Agarwal: Ratnadeep Super Market today operates 38 stores located in Hyderabad/ Secunderabad. The average daily bill per store is Rs. 790 + approximately and our total trading area spans over 2,25,000 sq. ft. All our processes and systems

are authorized under ISO 9001-2008 & 22000-2005 standards. We have been able to establish best practices in the organization and the work place system in accordance with the best “5S” practices. We have also been awarded with a certificate of achievement by a global certification body. Our financial standing is rated Crisil BBB+, which falls under “stable” category. We have implemented CRM/ loyalty program points in our stores with unique customer telephone/ mobile number as identification. Our CRM loyalty program, known as “aGAIN” has a million plus customer base and its membership is simple and hassle-free. The program comes loaded with various benefits like automatic purchase points’ accumulation, convenient redemption, announcements of schemes and offers from time to time, and other benefits.

Tell us about your plans for the future?

Sandeep Agarwal: We have a chalked out plans for continuous expansion of our stores, going forward. We have plans for launching, in different phases, different format stores like food & grocery stores with a Food Court and partnering with international, national, and premium local brands.

We are working with a clear vision to be a National retail chain and a Rs. 1,000 crore plus brand in food & grocery by 2020. It will make Ratnadeep the only regional retail chain in India to achieve this benchmark in such a short span. By next financial year, we are looking to expand our brand footprint in other zones of the country. **PG**

Trusted for a perfect recipe.



Chances are that you've already experienced rich flavours of Paras Spices through some of your favourite food brands. As India's leading Spices & Seasonings Company, our legacy of adhering to International Quality norms is extended to our new brand ORIKA.

Our rich spices are sourced from the best regions and have been the key ingredient of success for iconic brands worldwide. As India's largest supplier, the spices meet with stringent quality tests in state-of-the-art facilities before being packed using a special material. This ensures complete freshness and retains the natural colours, so that you enjoy the rich taste of perfection in every bite

ORIKA[™]
FROM PARAS SPICES

Paras Spices Private Limited

Regd. Office & Works: V.P.O., Khosa Pando, Zira Road, Moga-142001, Punjab, India. Ph.: +91 1636 237177
Corp. Office: 431 (Ground Floor), NH-8, Phase-III, Udyog Vihar, Gurgaon-122016, Haryana, India. Ph.: +91 124 4049277
• E-mail: welcome@parasspices.com • Web: www.parasspices.com

Big opportunity for plant-based natural origin products

India is a highly attractive emerging market in the throes of major changes. Brands that are willing to adapt and react to the changes by partnering with suppliers that invest in sustainability and understanding regulatory and consumer concerns are well positioned to exploit the world's soon to be third-largest food and beverage market.

By Ajay Chandran



understand. They are skeptical of those ingredients that seem like they are manufactured in a plant with no basis of natural origin. In India, consumers are increasingly looking at ingredient panels to make informed choices. Recent consumer surveys from PureCircle India Insights have revealed that 80% of consumers are looking to cut down on consumption of artificial sweeteners. The online conversations in terms of their negative sentiment are as bad as pollution in India. This, of course, varies and not all artificial sweeteners are perceived similarly but these have basis in historical context and marketing of the ingredient. For example, in the US, High Fructose Corn Syrup [HFCS] and Aspartame have comparatively more negative sentiment than say Sucralose, though all have much more negative sentiment than natural sweeteners like sugar cane and stevia. In the US, food service majors like Starbucks have adopted stevia as an additional sweetening option to cater to the demand. In India, natural ingredients like honey, stevia, and gur (jaggery) have only 5% negative sentiment compared to Sucralose with 25% and Aspartame 44%. Clearly, there is an opportunity for products that include naturally derived ingredients.

The food and beverage industry is undergoing a change not seen in decades. A confluence of mega trends is leading to disruption and innovation that is set to change the industry and consumer choices for a long time to come. The food service sector globally and in India is also adapting to these trends. As a business leader for a leading, fast growing ingredient supplier that is benefitting from these mega trends, I have had the opportunity to observe the global and Indian industry from a unique vantage point.

My general assessment is that the industry is being impacted by the following trends that are expected to have a lasting effect. Those brands that can understand and navigate these trends will reap the benefits in the highly attractive and fast growing Indian market in the longer run.

Demand for natural, clean label ingredients: Consumers globally and in India are demanding products containing ingredients that they can

Ingredients with positive functional benefits are more desired: Consumers are selecting products that have functional benefits. This is amply demonstrated by the rise of value-added dairy, protein mixes, cold pressed juices and products with perceived holistic ingredients like aloe vera, turmeric, ashwagandha and several ayurvedic ingredients. In short, consumers are looking for higher protein, low fat, low calorie and with benefits like antioxidants, vitamins, etc. The trend is certainly more prevalent in SEC A and B but the expectation is that this will percolate down to all sectors eventually. In this context, sugar content is a negative, and increasingly low or no calorie sweeteners have a very important





role. Monk fruit and stevia with their plant-based, no-calorie credentials can support food & beverage companies and food service providers developing products/ recipes with lower calorie and sugar content. In this context, stevia has the leg-up in terms of commercial viability.

Good manufacturing practices, safety, traceability and sustainability are now brass tacks: There have now been several major safety scares, perceived and real. Globally, examples like the food scare at Chipotle that arose because of poor food handling, melamine content in milk scare in China and, lately in India, the challenges posed to product safety of a few MNC brands show that managing the supply chain with the highest quality and traceability down to farm and documenting it to meet regulatory demands is important. This is not possible unless the suppliers and buyers are working in tandem to follow industry good practices and the regulations in the countries they operate. Sustainability is another aspect that is important and has the power to add to the marketing communication while positively impacting society.

From my experience of leading sustainability for PureCircle, I believe firmly that success of long term sustainability is tied to alignment to business objectives. Manufacturers who follow these practices may not be the most economical in terms of monetary costs immediately but the total cost, including reputational risk and stake holder engagement, is possible when ingredient manufacturers invest in practices that adhere to sustainability, quality and innovation. Consumers, too, increasingly feel the impacts of environmental degradation in their daily life. The pollution situation in NCR, depleting water tables in various communities and changing weather patterns are close to the heart of many consumers. Companies that speak to these concerns in their branding and communication in an authentic manner have the chance to differentiate themselves.


CARDAMOM EXPORT
AWARD WINNER

MAS
SPICES




Wishing
you a
prosperous

2018

Are you a Masala Company...?
A Food Industry...?

Buy Garden Fresh Pure

Indian Green Cardamom
Straight from Plantation...

Why MAS:

- ◆ Packed in Own Plantation ◆ Own Auction House
- ◆ Largest Exporter ◆ Immediate Availability ◆ Consistent Quality



ताज़ी और प्यूर इलाइची के लिए सीधा संपर्क करें

Factory&Head Office:

Mas Enterprises Ltd.

Vandanmedu, Idukki Dist., Kerala - 685551

Admin office:

3G, BCG Residency Tower, Kakkannad, Cochin, Kerala. Ph: 0484 2988100

Enquiries: 094470 70770, 094470 00770

E-mail: mail@masindia.com

Consumers are selecting products that have functional benefits. This is amply demonstrated by the rise of value-added dairy, protein mixes, cold pressed juices and products with perceived holistic ingredients like aloe vera, turmeric, ashwagandha and several ayurvedic ingredients.

Upstart entrants and new innovations are poised to disrupt the industry: The millennials have an increasingly different outlook on consumption than the previous generations. This is leading to a host of ways by which companies are catering to their demand. Many large companies, especially in the developed regions that have not adapted, are suffering. These trends have presented enormous opportunities and leading beverage & food companies have faced tremendous innovation challenge set forth by the upstarts. In the US, brands like Bai, Suja Juice, Zevia and several smaller brands focused on natural/ organic, health and convenience have capitalized on consumer trends towards reduced sugar and carbonated drinks.

Plant based meat alternatives like those introduced by companies such as Impossible Foods, are set to revolutionize the fast food industry. Plant based proteins like pea, lentils and even cricket flours (yes) are addressing the demand for clean label, health impactful foods. New variants like Kombucha tea and experiences like nitrogen infused artisanal coffees are catering to the need for unique experiences and are disrupting the market. Interestingly, large companies have decided to have bolt-on acquisitions or equity stakes to access not only the success but also the entrepreneurial culture of innovative and niche companies. Kellogg's acquisition of an all clean label protein bar brand RX Bar, Dr. Pepper Snapple Group's integration of Bai into its portfolio, Nestle's purchase of Freshly are all examples of these.

Adherence to regulatory norms is the key:

Nowhere is the need for regulatory understanding more important than in the Indian subcontinent. Governments are still tweaking rules and laws to bring the industry at par with the developed regimes in this diverse region with varying food practices. In this scenario, it is important that

companies perform their due diligence and work with partners across the supply chain that invest resources in understanding the regulatory regime.

The current regime at FSSAI is also listening to various stake holders – consumers, industry, medical practitioners – while framing laws.



But it is important to also look ahead as to what may come down the wire, based on global trends. Sugar, fat, salt are all under scrutiny across the globe. The regimes globally have adopted various practices from on pack detailed communication traffic light system or adding punitive cess or taxes on entire categories and/or sugar content. It is happening in developing and developed countries alike. In fact, just a few days ago, Sri Lanka imposed sugar taxes of 50 p for every gram of sugar in beverage, forcing many companies to react to the situation overnight. Those brands that had prepared for the possibility are in a better position to react faster.

To close, India is a highly attractive emerging market in the throes of major changes. Brands that are willing to adapt and react to changes by partnering with suppliers and customers who invest in sustainability, regulator and consumer listening are well positioned to exploit the world's soon to be third-largest food and beverage market. **PG**



The author is Senior Director and Head of South Asia at PureCircle, the world's leading stevia company and supplier to every major company and brand globally. He is a global sales and marketing executive with stints in sales, marketing, global account management and sustainability.

LOVELY SWEETS

— Introduces —

Winter Delights

14 Different Flavors of Rewari & Gajak Available



Dry Fruit Gur Samosa



Premium Gur Rewari



Dry Fruit Gur Rolls



Gur Khasta Gajak



Peanut Gur Gajak



Dry Fruit Gur Shalimar

— Launching Exclusive Range of Lohri Special Gift Hampers —

WHSmith

Walmart

NATURE'S BASKET

METRO
CASH & CARRY

Reliance Fresh

BIG BAZAAR
NAVE INDIA KA BAZAAR

HyperCITY
Big store. Big savings

SPAR

spencers
world

bigbasket

D Mart

Reliance
MARKET

easyday

TRITY FOOD SEVA

Our product are placed at Supermarkets, Modern Retail Chains, International & Domestic Airports

LOVELY SWEETS

Nakodar Road, Jalandhar 144001, Punjab, India.

For Any Queries : 098766-44001
082880-31438, 070870-10061

Info@Lovelysweets.com | www.Lovelysweets.com



India's nutraceutical market to reach 8.5 billion USD by 2022

Thanks to the burgeoning affluent middle class that is increasingly becoming health conscious and aware of the positive impact of using dietary supplements, the nutraceutical market in India is on the cusp of a breakout. This new health phenomenon among young Indians is encouraging many international and local players to enter the nutraceutical segment whose percentage share of the overall health and wellness market is growing at a rapid clip.

By **Sushil Khaitan**

Nutraceuticals are a relatively new category in India. Yet the market has witnessed exponential and unprecedented growth in recent years. A primary reason for this upsurge is due to the fact that the newer generations are increasingly well-informed regarding health concerns. People today are proactively taking preemptive steps to remain fit and healthy, which has helped put the spotlight on preventive health care. The health-conscious young adults of today are also more open to the idea of “nutrition in a pill”. They understand the benefits of supplementing their regular diet to ensure that the nutritional requirements are met.

The rise of India's nutraceutical market

The Indian nutraceutical market was valued at 2.8 billion USD in 2015 and is expected to reach 8.5 billion USD by 2022. However, research now shows that the growth may far exceed the projected figures. One of the main reasons for the spurt in nutraceutical sales is our economic upswing. The Indian economy now ranks as one of the fastest growing economies in the world with an average annual growth rate of 5 per cent. The increase in purchasing power has enabled a larger number of consumers to buy non-essential products in order to improve their quality of life.

Another important reason for the growing interest in nutraceuticals is the increase in the influence and reach of social media. Social media platforms such as Facebook, Twitter, Instagram, and Snapchat have influenced and increased the sharing of knowledge. Social media is also an easy way to stay up-to-date on the latest news in health care. It has also helped create awareness on the impact of lifestyle choices on health. Our sedentary lifestyle, coupled with an increased reliance on fast foods and packaged food, has led to a sharp increase in lifestyle diseases including diabetes, obesity, and heart disease. The increased awareness of these health risks has resulted in consumers switching to a healthier lifestyle and supplementing their diets with nutraceuticals instead of pharmaceutical drugs in order to improve their overall health.

Demand for nutraceutical products

While the younger generations have played a significant role in the growth of the nutraceutical market, in recent years the senior citizens' consumer bracket has also developed. This growth can be traced to the increase in the average lifespan, coupled with a growing desire to enjoy one's post-retirement years. Indians are also well-informed about the

possible side effects of pharmaceutical drugs and so more and more of them are increasingly turning towards natural solutions – not just to increase their lifespan but also to increase the quality of their life too. Several of these nutraceuticals offer therapeutic benefits and can be used to prevent common ailments associated with old age. There is also a practical and financial driver behind the growing interest in preventive healthcare. Spiraling medical costs and increased incidence of lifestyle diseases has forced our cost-sensitive market to confront the reality that spending on nutraceuticals now is an investment in future health. By investing in preventive care, you can save a lot more on future medical expenses, and so nutraceuticals have become a sensible and practical choice.

Most nutraceuticals are bio-available herbal formulations containing natural ingredients and extracts that work together for a common purpose. For instance, a digestive supplement would contain a variety of ingredients such as apple cider vinegar, ginger root, probiotics, etc, that support digestive health. Similarly, supplements that help to lower blood pressure might contain the bark of the Arjuna tree along with grapeseed extract, and they also contain therapeutic compounds that exert lipid lowering and anti-inflammatory effects. Combining several natural compounds and extracts can greatly increase the therapeutic benefits of the supplement. For instance, studies have shown that adding piperine – a component found in black pepper – to curcumin extract obtained from turmeric could increase the bioavailability of curcumin by more than 100 per cent! Nutraceuticals are especially effective in preventing and managing diabetes, heart disease, anemia, arthritis, liver disease along with respiratory and digestive disorders. These supplements can also be used to detoxify and cleanse your body, boost your immune system and support healthy organ function. Nutraceuticals can also be used to improve hair or skin health and these supplements are often



“PURE NUTRITION AIMS TO OPEN 100 STORES ACROSS THE COUNTRY NEXT YEAR”

The Mumbai-based nutraceutical company, which manufactures and markets 100% herbal nutritional supplements, cold press oils, protein powders and herbal teas, is developing and expanding its range of organic health products and will soon introduce protein bars, granola mixes, and nut butters to corner a greater share of India’s fast growing health and wellness market.



Tell us about your company and its products.

Pure Nutrition is the result of a shared vision between Luke Coutinho, a celebrated nutritionist and myself. We are a Mumbai-based nutraceutical company that takes inspiration from ancient Indian medicine, but uses rigorous modern scientific methods of testing and trial to create a variety of natural foods, supplements and herbal infusions of the highest quality. We focus on increasing the bioavailability of our products to ensure better absorption. Pure nutrition formulates, processes and markets 100% herbal nutritional supplements, cold press oils, protein powders, and herbal teas. We continually develop and expand our range of organic health products in order to prevent, reduce and manage diseases and enhance overall health and wellbeing.

How do you see the nutraceutical category evolving and growing over the years?

The Indian nutraceutical industry has been growing at a CAGR of 17% and we anticipate even greater growth prospects in the near future. With our vast markets opening up, the latest reports predict a doubling

of India’s nutraceutical industry by 2020, to reach USD 6.1 billion. I believe that we will see a significant growth spurt in 2018 once the FSSAI’s planned introduction of new regulations for nutraceuticals takes effect. The new regulations will establish well-defined standards and regulations, allowing nutraceutical manufacturers to manufacture, distribute, sell and import products within a clear framework. This transparency will greatly increase the consumer’s trust in nutraceutical products and help the market grow and evolve.

What is the branding and advertising/promotional strategy for your nutraceutical products?

Both Luke Coutinho and I firmly believe that quality products in health require minimum spends on marketing and advertising because of the growing need for reliable nutraceutical products. Consumer trends show a preference for ingredient quality over retail price, which has elevated our place in the market. We focus on reaching out to customers digitally as well as offline to create awareness about the health benefits of our products as well as our commitment to product quality. We plan to get more aggressive on our outreach efforts in the near future.

What is the sales/ turnover/ growth rate of your products and your future plans for expansion.

Pure Nutrition had an annual turnover was INR 2.5 crore in the previous year, but we have already surpassed that amount this year

and are projected to touch INR 6 crore by the end of the current financial year. Furthermore, we have seen great uptake over the last six months and are clocking double digit growth in month-on-month sales. We are also looking to start franchise stores pan India. What sets us apart from the competition is the fact that we are closely attuned to the unique cultural and nutritional requirements of Indians, allowing us to cater to their needs. We have identified a growing need for healthy, natural products in the FMCG category, which is why we will soon be introducing protein bars, granola mixes, nut butters, etc.

What is your retailing strategy?

We have partnered with top reputed retailers across India. Our products are currently available at leading hospitals, medical stores and chemists across the country including Noble Plus, Medsource healthcare, Guardian Pharmacy, and Foodhall to name a few. We are also in talks with other retailers to increase our reach. Our existing partners have reported good traction and we have considerably increased SKUs in stores over the last six months. Pure Nutrition products are also sold across various e-commerce platforms like Amazon, Ebay, and HealthKart. We



We are a Mumbai-based nutraceutical company that takes inspiration from ancient Indian medicine, but uses rigorous modern scientific methods of testing and trial to create a variety of natural foods, supplements and herbal infusions of the highest quality.

— **Sushil Khaitan**
CEO & Director
Pure Nutrition

marketed as cosmeceuticals, offering the opportunity to achieve healthy skin and hair from within. The scope for nutraceuticals increases as newer studies confirm the health benefits of various herbs and natural compounds.

The future of nutraceuticals

While nutraceuticals have come a long way, there is still tremendous scope for market expansion in India. Although we have 17 per cent of the world's population, only 2 per cent of the global nutraceutical market revenue comes from India. This is primarily because most nutraceutical sales so far have been in the metropolitan areas of the country, but there is an interest in expanding into tier II and tier III cities as well. The drastic improvement in internet access and increased consumer confidence in e-commerce sites have also helped the nutraceutical market significantly. It is expected that sales through new channels and in new markets will continue to increase in the future.

The business climate is also improving because of the FSSAI's proposed introduction of new regulations next year. This will help tackle the lack of consistent regulation and standardization of nutraceutical products, ensuring better quality products and boosting consumer confidence. The new framework will prescribe clear standards and well-defined product categories eliminating the current

are looking at the franchise route in order to grow and expand and aim to open 100 stores across the country in the coming year.

Which are the major operational challenges that you face in terms of logistics cost, retail and distribution margins and other challenges that you would like to mention?

The main operational challenge we face is the distribution margin. Today, distributors and retailers often ask for higher margins. In retail, the norm is 30% of the MRP but now distributors demand as much as 50%. This reduces profits significantly. Another serious problem is the rise of severe and unhealthy competition in the market. New brands are frequently being launched; these brands focus on keeping their manufacturing costs as well as sell prices low. To do this, they compromise on the quality of their products and market low quality formulations that have reduced bioavailability. What's worse is that they indulge in questionable practices, including marketing synthetic products as natural products. Their unscrupulous practices allow these new players to offer distributors much higher margins than the norms in the market which leads to unhealthy competition.



ambiguity. Once these regulations are introduced, it will also help us to manufacture, distribute, sell and import products within a clear framework.

In light of the current trends, the future for nutraceutical manufacturers is certainly bright. The growth of functional foods and beverages has helped widen the appeal of nutraceuticals and this segment of the market alone is anticipated to hit a value of USD 3.2 billion within five years. At the same time, industry insiders believe that the share of the cosmeceutical sector alone shall be worth an estimated USD 7.5 billion by 2024. **PG**

The writer is Director & CEO, Purenutrition.me, a health and wellness company that collects, processes, manufactures and markets certified organic teas, infusions and herbal supplements.

NOMINATE YOUR BUSINESS FOR INDIA'S MOST PRESTIGIOUS BUSINESS HONOURS FOR FOOD RETAIL AND FOOD SERVICE

If you've earned it, it's time, the world acknowledged it. Allow us to celebrate your achievements in delivering excellence in the business of food retail & food service



Images Awards for excellence in food retailing

IMAGES FOOD & GROCERY AWARDS

IMAGES Most Admired Category Performer of the Year For Category Heads / Managers in the following categories

- Staples
- Processed Food & Savories
- Beverages & Confectionery
- Fresh Foods - Fruits and Vegetable
- Grocery - Non Food
- Frozen & Ready to Eat
- International Foods
- Meat Fish & Live Stocks
- Tobacco & Liquor
- Dairy

IMAGES Most Admired Food & Grocery Professional of the Year

IMAGES Most Admired Food & Grocery Retailer of the Year Chains Stores:

- Large Format Chains
- Supermarket Chains – National & Regional
- Specialty Stores
- Convenience Stores
- Multiple Formats

IMAGES Most Admired Independent Retailer of the Year
North / East / West / South

IMAGES Most Admired Food & Grocery Retail innovation of The Year

IMAGES Awards for Excellence in Operations

- Effective Technology Application
- Supply Chain Management
- Human Resource Policies & Initiatives
- Marketing, Consumer Promotions
- Customer Service

IMAGES Most Admired Brand - Retailer Partnership of the Year
(Live Presentation to Jury)

IMAGES Most Admired Food & Grocery Retail innovation of The Year



IMAGES FOOD SERVICE AWARDS

IMAGES Most Admired Food Service Chain of the Year

- QSR: Indian Origin - North/East/ West/South
- QSR: Foreign Origin
- Cafes & Juice Bars
- Ice-cream & Dessert Parlours
- Fine Dining
- Casual Dining
- Pubs & Bars
- Kiosk/Express Format

IMAGES Most Admired Restaurant of the Year: (One Specific Outlet)

- QSR: Indian Origin - North/East/West/South
- QSR: Foreign Origin
- Cafes & Juice Bars
- Ice-cream & Dessert Parlours
- Fine Dining
- Casual Dining
- Pubs & Bars
- Kiosk/Express Format

IMAGES Most Admired Food Service Outlet Launch of the Year

IMAGES Most Admired Food Court Operator of the Year

IMAGES Most Admired Food Court of the Year (One Specific Food Court)

IMAGES Most Admired Food Service Professional of the Year (Entrepreneurs, Chefs, Buying/Operations)

IMAGES Awards for Excellence in Operations

- Effective Technology Adoption
- Supply Chain Management
- F & B Quality & Safety
- Menu Planning
- Marketing, Promotions
- Customer Service

IMAGES Most Admired Food Service Retail Innovation of the Year
(Live Presentation to Jury)

IMAGES Most Admired Food Service Group of the Year

LAUNCHING EXCLUSIVELY AT INDIA FOOD FORUM 2018



IMAGES AWARDS FOR FOOD STARTUPS, ENABLERS & INNOVATIONS

IMAGES Most Admired Startup

- Food & Grocery Retail
- Food Service

IMAGES Most Admired Startup Innovations

- Food Production, Display & Presentation
- Food Ordering, Payment & Delivery

IMAGES Most Admired Food Startup Enabler



17 - 19 JANUARY, 2018
BEC, GOREGAON, MUMBAI
www.indiafoodforum.com

CONCURRENT SHOWS



FOR MORE INFORMATION CONTACT:

Ritesh Pandey | +91-9810613585 | awards@irisretail.com / ritesh@irisretail.com

Jury and the organizers have the right to decide on the final categories to be awarded, renaming the titles, clubbing the categories and moving nominations to a category other than the category originally filed in – wherever required.

Awards date and venue are subject to change

Organic Power

Progressive Grocer spoke to organic industry experts to understand the market proposition of organic products in India and how this trend will shape up in the future.



Indian consumers are often deterred from buying organic products because of higher price and limited visibility. How can retailers and manufacturers address these issues and help make organic mainstream?

Raka Chakrawarti, Founder & CEO, Gourmet

Delight: Organic produce, by nature, is of limited availability, shorter shelf life and prone to damage during transit and storage. So, the price is higher as the quantities produced are limited. Besides, there are other conditions to meet as well. One such condition is that even the surrounding farms have to be organic. In order to make organic mainstream, retailers and manufacturers have to address the issues of creating a pool of farmers and assuring them of minimum quantities for production so that it becomes sustainable for the farmer to grow the produce. Along with the downtime and the wait, it becomes an unviable option for most farmers.

Ishit Pilani, Co-Founder, Organic Express: I have always said that the organic industry comprising

farmers, manufacturers, retailers and other stakeholders need to come together and solve the issue of 3 As for the organic industry to become mainstream. These 3As are:

Affordability: Everyone, who is involved with organic, right from the farmers to consumers need to understand this. High price of organic produce leads to less demand which, in turn, leads to more wastages that again leads to even higher prices and the vicious cycle continues. In the process, the market never grows even though everyone wants to eat safe chemical-free organic food. But at what cost? By and large, consumers are price sensitive but some consumers are also ready to pay a premium. But how much? Often, it is 5-20 per cent max. The infrastructure and supply chain for organic needs to improve but all that will happen only when the economies of scale kick in. That is possible when more consumers demand organic and more farmers convert to organic. Only then will the prices come down. Look at what has happened in the US – Krogers and Costco have priced their



organic products at 5 to 10 per cent premium to the conventional produce. And look what happened to the pricy Whole Foods (had to sell to Amazon). But now, the prices are falling at Whole Foods post the acquisition by Amazon. Needless to say, organic is the fastest growing segment in the US nowadays.

Authenticity: Consumers in India are still skeptical whether what they are consuming is genuinely chemical-free organic or not. Most consumers are not even aware that the organic standards have been in existence in India for more than a decade now, defined by APEEDA under the National Organic Program (NOP). These standards, if not better, are equivalent to the ones in the US and EU. Now, even the FSAAI has gone ahead and would be defining the standards under the Jaivik Bharat Program announced recently at Bio Fact, an industry event that took place a few weeks ago at Noida. The retailers and manufactures need to ensure that they are buying from these certified sources with the certificates clearly labelled on the produce. It will help to increase the trust amongst organic consumers and will act as a deterrent for dodgy purveyors of organic products who are just trying to misuse the label for making unscrupulous gains.



Accessibility: No big FMCG companies have launched organic brands in India even though they have made investments or launched organic brands in other countries (especially, in the developed world where the awareness for organic is much higher). But that should change soon as consumers in India become more aware. At the same time, there are smaller niche players that are doubling or even trebling their growth numbers every year in this category. Also, there are no big retailers like Whole Foods in India and so accessibility to organic is a big deterrent. But that does create an opportunity

for big retailers like the Future Group, Spencer's, Reliance, etc., to step up their game in this segment or for the new-age players like Bigbasket, Amazon Grocery, Flipkart, Grofers, etc, to create a niche in this category. I have always maintained that organic stand-alone retail would never work in India. Indian consumer these days wants convenience. They want the entire food cart to be purchased from one stop rather than moving around town at different grocers. Pure organic retailers would never be able to complete that household purchase basket in one go because of the lower range of produce. Farmers' market is a great concept and the growing popularity of Kisan haats will also help to bridge the gap on the pricing and accessibility front.

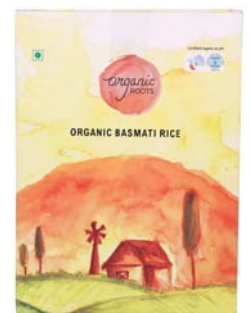
Dolly Kumar, Founder, Gaia: Despite the growing consciousness, the organic category is currently at a very early stage in India. Its exposure, in terms of beneficial attributes, is limited to a small section of consumers who know the benefits of having chemical-free food over traditional inorganic food. Educating and creating awareness is the key. As for the higher pricing, organic products are no doubt premium and thus the pricing is also relatively higher when compared to its conventional or inorganic counterparts. The production cost of organic products is higher – from labor cost to pre and post harvest cost. So for Gaia Organic, after evaluating all the costs involved and to provide value for money, we have kept the price as low as possible so that our organic products reach even beyond our niche audience.

Pankaj Agarwal, Co-founder & MD, Just Organic: Conventional food is grown by using chemical fertilisers and the accompanying pesticide cover gives it a larger shelf life too. They are easier to produce than organic food, which is priced higher because of the higher costs involved in manual farming, storage, certification, retail margins, etc. Investing in organic results in the production of cleaner food items, which ensure better health and wellness. That is why several brands like us are investing time and money on a daily basis to take this knowledge of healthy food across consumer segments. The retailers, who have a direct connect with the customers, can be vital cog in this effort by providing better shelf space and interacting and educating the consumers more about healthy eating. We can all collectively make efforts to spread the awareness regarding the benefits of organic and this is primarily the area where media can play a very effective and far-reaching role.



The infrastructure and supply chain for organic needs to improve but all that will happen only when the economies of scale kick in. That is possible when more consumers demand organic and more farmers convert to organic. Only then will the prices come down.

— Ishit Pilani
Co-Founder,
Organic Express



Do you think that flavor and taste is also an inhibiting or limiting factor in the greater adoption and acceptance of organic food products?

RC: As many consumers who consume organic produce are aware, it does not look very good. There may be marks on the produce and it may not grow into a perfect shape or size and may look extremely unrefresh in transit. Also they taste much mellow than the produce grown with the help of fertilizers. Flavor and taste as well as the look of the produce are inhibiting factors in the acceptance of organic produce.

IP: Absolutely not. In fact, taste and flavor helps consumer get attracted towards organic. Try eating organic naturally ripened mangoes or any other raw fruit or vegetable and you shall have your answer. People do associate or confuse organic with bland, tasteless food. Organic means safe chemical free without any artificial flavoring, coloring or preservatives. I would say that if someone finds non organic conventional produce tastier than organic than most probably they don't even know the real taste of the produce. The irony today is that the lemon juice that we use and consume has artificial flavors. The real culprits in processed conventional products are sugars, artificial flavors and additives like MSG, which get consumers hooked onto a product. Organic food exists in raw unprocessed form and nothing can beat it for purity and wholesomeness.

DK: Organic fruits, vegetables, spices and grains have several measureable nutritional benefits over conventional crops. The flavor and taste is never an inhibiting factor. That is because when a plant grows organically without pesticide, its taste is enhanced



“**People who are buying organic produce are also buying into the fact that they are creating greater awareness and reducing the environmental footprint. They are giving back to the land without stripping it off its natural nutrients.**”

— Raka Chakrawarti
Founder & CEO,
Gourmet Delight



as well. Without pesticides to guard against harm, an organically farmed plant will produce more of its own compounds called anti-oxidants to fight the damage. Studies show that higher anti-oxidant levels affect food's organoleptic qualities – taste, aroma, and mouth-feel, and how the human senses detect a food's unique flavor. But one has to segment the consumers very carefully when pitching organic food. The cosmopolitan culture in bigger cities is more conducive to the adoption of organic food first, which will over time gradually spread to tier II and III cities.

PA: No. Taste and flavor is a subjective matter. In general, organic food is tastier and more aromatic and food products were originally available to us in their organic state. With time, the use chemicals have, in some cases, altered our taste preferences. However, as per Just Organik's experience, we have only received appreciation for the taste and quality of our organic produce and we get plenty of repeat sales. Hence, we feel taste and flavor of organic food only has a positive impact, if any.

Apart from the growing health consciousness driving the growth of organic food products, do retailers and brands also need to draw attention to organic's other attributes such as its smaller environmental footprint and the fact that organic products are created with concerns for social equity in mind. Do you think highlighting such attributes will make consumers more disposed towards buying organic products?

RC: I think that is a major consideration, people who are buying organic produce are also buying into the fact that they are creating greater awareness

BENEFITS OF JOINING THE BEST-IN-CLASS OF FOOD RETAIL IN INDIA GO BEYOND THE OBVIOUS

ARE YOU IN?



PRIVILEGE MEMBERSHIP CLUB

Privilege Membership comes with a host of services and access to the Indian market, knowledge and a broad network of potential business associates.

INDIA FOOD FORUM PRIVILEGE MEMBERSHIP: ANNUAL FEE & DELIVERABLES*

MEMBERSHIP ELIGIBILITY	PRELIM MEMBERSHIP	BRONZE MEMBERSHIP	SILVER MEMBERSHIP	GOLD MEMBERSHIP	PLATINUM MEMBERSHIP
RETAILERS	A. Food & Grocery Retailers / Restaurants / Food Startups	A. Food & Grocery Retailers / Restaurants / Food Startups	A. Regional Chains -3 or more stores / Restaurants/ Brands with Owned Brand Outlets/Shop in Shop/Convenience/ Speciality Chains	A. National Large Format Grocery / Restaurant Chains B. Online Retailers	A. Groups with Multiple Brands/ Retail Formats + Franchise / Distribution/ Licensing/Own Brand Operations
NON RETAILERS	B. Food Startups in manufacturing/ processing C. Food Startups Support & Enablers	B. Exporters, Manufacturers, Licensees, Distributors of Food & FMCG Products C. Food Support & Enablers	B. Food & FMCG Brands (without own stores/ Shop In Shops) C. Ingredients & Equipments Suppliers/ Packaging / Warehousing/ Cold Storage/ Wholesalers/ Distributors		
All Inclusive Annual Fee (GST extra)	₹5,000	₹30,000	₹50,000	₹1,00,000	₹1,50,000
Advertorial in Member's special issue	NA	NA	NA	1 Page, PR value worth ₹75,000	2 Pages, PR value worth ₹1,50,000
Feature/s, editorial coverage subject to Editorial guidelines in Progressive Grocer/ FoodService magazine/s, Food & Grocery/ FoodService ebriefs/portal/food research reports/Books <i>(Data & information to be provided by members)</i>	Subject to editorial approval	1 Page, PR value worth ₹75,000	2 Pages, PR value worth ₹1,50,000	5 Pages, PR value worth ₹3,75,000	8 Pages, PR value worth ₹6,00,000
Promo Banners in Indiaretailing.com portal /indiafoodforum newsletter/ EDM <i>(applicable as per category)</i>	Up to ₹5,000	Up to ₹30,000	Up to ₹50,000	Up to ₹1,00,000	Up to ₹1,50,000
Entry Pass for Food & Grocery /Food Service Conference, Master Classes, Workshops, Exhibitions & Trend Arenas	1 Pass free worth ₹10,000	1 Pass free worth ₹15,000	2 Passes free worth ₹30,000	4 Passes free worth ₹60,000	6 Passes free worth ₹90,000
Special Invite for Networking Lunches at India Food Forum	NA	1 Pass	2 Passes	4 Passes	6 Passes
Awards & Gala Dinners	NA	1 Pass	2 Passes	4 Passes	6 Passes
a. Research Reports - Print & eReport b. Publications Subscription - Print & eMagazine (Progressive Grocer & FoodService)	Subscription: ₹1800	a. Research Reports worth ₹5000 b. Subscription: ₹1800	a. Research Reports worth ₹10,000 b. Subscription: ₹1800	a. Research Reports worth ₹20,000 b. Subscription: ₹1800	a. Research Reports worth ₹35,000 b. Subscription: ₹1800
Business connects	6 connects, worth ₹5,000 per connect	10 connects, worth ₹5,000 per connect	15 connects, worth ₹5,000 per connect	30 connects, worth ₹5,000 per connect	50 connects, worth ₹5,000 per connect
CEO's picture & profile in 'Who's Who' page on indiaretailing.com website	NA	Yes, PR value worth ₹1,00,000	Yes, PR value worth ₹1,00,000	Yes, PR value worth ₹1,00,000	Yes, PR value worth ₹1,00,000
Speaker / Panel discussion opportunities <i>(Subject to availability of slots)</i>	Subject to board approval	Yes	Yes	Yes	Yes
Presence at Food & Grocery & FoodService website	NA	Member's logo with URL Link PR value worth ₹1,00,000	Member's logo with URL Link PR value worth ₹1,00,000	Member's logo with URL Link PR value worth ₹1,00,000	Member's logo with URL Link PR value worth ₹1,00,000
Images Food Awards nominations	Waiver upto ₹5,000 per nomination processing fee <i>(in applicable categories)</i>	Waiver upto ₹5,000 per nomination processing fee <i>(in applicable categories)</i>	Waiver upto ₹5,000 per nomination processing fee <i>(in applicable categories)</i>	Waiver upto ₹5,000 per nomination processing fee <i>(in applicable categories)</i>	Waiver upto ₹5,000 per nomination processing fee <i>(in applicable categories)</i>
Lounge Access at India Food Forum	Space for business meetings	Space for business meetings	Space for business meetings	Space for business meetings	Space for business meetings
Catalogue wall at India Food Forum	Display & distribution of catalogues/ company brochures (Quantity 50 worth ₹5,000)	Display & distribution of catalogues/ company brochures (Quantity 100 worth ₹10,000)	Display & distribution of catalogues/ company brochures (Quantity 150 worth ₹15,000)	Display & distribution of catalogues/ company brochures (Quantity 200 worth ₹20,000)	Display & distribution of catalogues/ company brochures (Quantity 250 worth ₹25,000)
Deliverables worth	₹51,800	₹3,86,800	₹5,31,800	₹10,01,800	₹15,01,800

*Deliverables are subject to submission of inputs/ confirmations/ approvals/ additional charges wherever applicable by specific dates/ deadlines as communicated to members. Deliverables are subject to change without notice.

Additional Benefits: ▶ Special Packages to join IFF delegations for national & international retail trade shows. ▶ Special Packages for members for Print Ads in relevant magazines ▶ Priority in processing of your application for "Trusted Mark" Certification.

For Privilege membership: Anil Nagar: +91-9811333099, anilnagar@imagesgroup.in | Priti Kapil: +91-9868801869, pritikapil@imagesgroup.in



“
Expanding the shelf-space for organic vis-a-vis other regular products along with the right marketing collateral are a must for driving growth and the category's expansion. Food festivals and fairs across different regions will also help create connect with the right kind of retailers.

— Dolly Kumar
Founder, Gaia

and reducing the environmental footprint. They are giving back to the land without stripping it off its natural nutrients. A lot of times people are repelled by the look of organic produce, so I think awareness needs to be created around it. A lot of people are switching to organic due to a variety of health reasons. Highlighting the benefits of organic produce, both to our bodies and the environment, will help create a bigger demand for such produce.

IP: No doubt, there is a certain section of society that is worried about the environmental footprint, social equality and the legacy they are leaving for their children and future generations. Yes, their numbers are growing and more and more people are making better choices each day. But when it comes to the majority of people, though they do talk about the fact that environmental concerns bother them, their decisions are hardly made with such considerations in mind. When buying organic food, people are mostly concerned about the 3As that I mentioned earlier – affordable, authentic organic food that is easily accessible. So to answer your question, considerations like smaller environmental footprint and social equality will take time to enter people's consciousness when buying organic. Drawing attention towards these attributes is like good to have add-ons but the majority of the effort should be spent on solving the 3As because that shall fetch the maximum results.

DK: Yes, definitely and the same is already in process. Modern formats of retail are driving the

growth of organic food with its regional chains. While, traditional grocers and convenience store still needs lot of convincing to place products.

PA: Yes. Brands, as well as some retailers, are doing precisely the same. But the scope is limited to the population we can reach out to. Exhibitions and other customer connect programmes help in the same. We are trying to innovate by working on various initiatives like conducting seminars for students, engaging a teleshopping network and through extensive use of social media, where we also request customers to discuss the benefits of organic with their friends and peers. The endorsement of organic food by our Prime Minister is raising the general awareness amongst people for organic food and is helping to make it more acceptable to the masses.

At the moment, the organic segment is probably growing faster than its regular packaged and processed food counterparts. What all need to be done by retailers and brands so as to give this category a self-driving growth momentum and keep the demand buoyant in the years ahead?

RC: The reason that the organic segment is growing faster than its regular packaged counterparts is due to the fact that people are more aware about the benefits of organic produce. They would like to eat healthy and use produce, which is less damaging to the environment. I think consumer demand will naturally make retailers and manufacturers stock more varieties of organic produce. Driving the awareness will keep the demand buoyant. In our case, we find that consumers are much more aware than they used to be even five years ago.

IP: In terms of big retail chains and other conventional retailers, they stock what the consumer demands and what gives them the maximum margins. It is hard at the moment for the organic segment to compete with the big conventional brands on both the fronts. That will become possible only when a lot of money flows into the organic brands either from investors or traditional brands, and at the moment it is not happening. Yes, there are things like fair pricing, decent payment cycles, etc, that retailers could work upon, for sure. On the organic brands front, they need to understand that they are competing with the big brands and conventional players. Just going around saying that we are organic without understanding what the consumers and retailers want won't help the category grow.





INDIAN CONSUMERS
SOON TO LOOK FOR
THE 'TRUSTED MARK'
BEFORE THEY SHOP
ONLINE OR OFFLINE



Go for it!



APPLY TODAY

For
'TRUSTED MARK'
certification scheme
In accordance with
ISO/IEC 17065:2012

WORLD'S 1ST CUSTOMER CENTRIC
MARK FOR **RETAILERS**

Hypermarkets | Super Markets | Department Stores
Speciality Stores | E-Retailers | Restaurants
Jewellers | Pharmacies | Salons | Spas | Wellness
Centres | Cineplexes | Family Entertainment Centres



Contact:

Priti Gupta

M: +91 8826415472 E: pritigupta@irftrustedmark.org

IRF TRUSTED MARK
THE INTERNATIONAL RETAIL FORUM SETTING 'CUSTOMER CENTRIC' STANDARDS IN RETAIL

IRF TRUSTED MARK SECRETARIAT
S-21, Okhla Phase II, New Delhi, 110020 INDIA
Tel: +91-11-40525000, Fax: +91-11-40525001
IRF Trusted Mark LLP (LLPIN: AAI-2150)

Certification Bodies Approved by
IRF Trusted Mark Certification Scheme



www.irftrustedmark.org

DK: Expanding the shelf-space for organic vis-a-vis other regular products along with the right marketing collateral are a must for driving growth and the category's expansion. Food festivals and fairs across different regions will also help create connect with the right kind of retailers.

PA: The growth momentum and demand for organic will come through awareness, education regarding certification and strict action by government against non-certified entities claiming to be selling organic produce. The absence of the same only causes confusion in the minds of the consumers. Nobody wants to consume anything that is a health hazard for their family. The more confident a customer is regarding the produce he/ she is buying, the easier will it be for switching to organic food. Also, organic as a food segment, connects the farmer, nature and the consumer holistically. Since the awareness of organic is growing, almost everyone wants to create a brand of their own, where goods are bought from somebody, packaged and sold with no connection with the holistic approach I mentioned earlier. As a result, many brands appear and disappear without a trace, sending the entire industry's effort to the bin. Retailers are front runners in the food business, and as such they should play an active role in keeping the unscrupulous brands off their shelves. Retailers should ideally be focused on checking the reliability of the featured brands and in creating awareness rather than diluting the consumer trust by creating more and more brands only for the lure of even greater margins.

How important is it for organic products to show transparency on the labeling front and how can this be ensured?

RC: It is very important. Transparency in labeling is a must. However, different manufacturers use

different bodies for certification. Organic produce has a shorter shelf life. Hence, theoretically it cannot be stored for a long period of time, thus proving its authenticity.

IP: It is absolutely necessary. Traceability is one of the hallmarks of organic certification. The consumer should know where exactly is the produce coming from. Pure organic retailers are not doing it because of the insecurities – someone else shall procure and sell from their source. Then, there are those that want to cheat and make a quick buck in the name of organic. The authorities need to be more vigilant to avoid the misuse of labels. As I mentioned, organic standards have been in existence for decades. Certification costs need to come down for all genuine produce to get certified. The government should subsidize certifications at least and promote organic. FSSAI has now come up with Jaivik Bharat program – one nation, one standard, one certification. The use of barcode or QR code for organic should be promoted so that the consumer can scan and see the actual information or video of the farm from where the produce has come. Actually, a better idea would be to label all the non-organic conventional produce and list what all chemicals have been sprayed during the cultivation and at various stages.

DK: It has become a necessary tick mark in the packaging, since no player has reached the stage of brand loyalty in this category as yet. Being in an introduction stage, people want to check what actually they are buying in the name of organic. A brand name with both strong equity and loyalty can risk to experiment or challenge the packaging nomenclature. Also, the fact that you need to avail 'Organic Certification' in India for which you have to strictly meet the norms and quality conforming to the national standards for organic products.

PA: It is extremely necessary. Otherwise, there will always be undetected black sheep in the industry and customer will never be able to understand what exactly is organic food and how beneficial it can be for everyone. Greater trust comes from stricter rules and we believe accepted certification logos should be placed prominently on every pack that has organic produce. Today, there are brands claiming to have chemical free organic food with no proof of the same. Measures are being taken for the same by the government and FSSAI will soon be coming with norms wherein only those who are certified Organic can use the term. **PG**



The growth momentum and demand for organic will come through awareness, education regarding certification and strict action by government against non-certified entities claiming to be selling organic produce.

— Pankaj Agarwal
Co-founder & MD,
Just Organik



ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIARETAILING.com



THE **A TO Z** OF ALL THE CONNECTIONS, IDEAS AND INTELLIGENCE YOU **NEED IN RETAIL**

[THE AUDIENCE]

Meticulously updated retail industry information attracts only the serious: C-level executives, Partners, Managing Directors, Owners, key influencers and decision makers from across the retail and retail support ecosystem. The web portal is a magnet to the target audience of your interest, including CEOs, CIOs, CMOs, CFOs and business owners in Indian retail – for their daily business information needs.

[ONLINE VIEWERS]

- > Over **3.5 Lac +** unique visitors, on website, per month
- > **5.5 Lac +** page impressions per month
- > The **Top 500** Indian Retail Companies visit indiaretailing.com
- > **25%** Users visiting site via smartphone / Handheld devices
- > **63%** of subscribers are senior management decision makers

Interested in reaching out to **1,50,000+** retail professionals?

INDIARETAILING.com



Advertise Now!!



To discuss how best to plan your campaign on IMAGES Group's Digital Platform, Please talk to our Digital Campaign Advisors"

North India

Partha Ganguly | parthaganguly@imagesgroup.in, +91 9873859916

West India

Sarang Mehta | sarangmehta@imagesgroup.in, +91 9820157225

South India

Suvir Jaggi | suvirjaggi@imagesgroup.in, +91 9611127470

East India

Piyali Oberoi | piyalioberoi@imagesgroup.in, +91 9331171388

Editorial Contacts

Surabhi Khosla
surabhikhosla@imagesgroup.in

Charu Lamba
charulamba@imagesgroup.in



Enlightened Eating

Grocers give shoppers food for thought with lessons in organic and local produce.

By Jennifer Straley

“Local” and “organic” remain powerful selling points that drive double-digit sales in the produce department.

In the past five years, dollar sales of organic fruit have increased by 123 percent, while organic vegetables have grown by 92 percent, according to the Organic Trade Association (OTA).

“Organic fruits and vegetables remain the biggest of all organic categories, with sales of \$14.4 billion in 2015 [including frozen and canned], up almost 11 percent,” says Maggie McNeil, director of media relations for Washington, D.C.-based OTA, with fresh produce alone accounting for \$13 billion. “Almost 13 percent of the produce sold in this country is now organic. We don’t see this trend slowing down.”

While opportunities for continued growth abound, at the same time, consumer research shows that some shoppers are confused about the benefits of natural and organic products. What’s more, they’re hungry for knowledge about how and where their food is grown.

“Consumers are looking to farmers’ markets and local, specialized retailers as destinations for learning about natural and organic products, and as a way to connect with local producers,” notes Bellevue, Wash.-based The Hartman Group in its “Organic & Natural” 2016 report. “Those are two areas that food retailers might consider focusing on as a way to make themselves more unique when it comes to organic and natural products.”

Two rapidly expanding grocery chains in the United States are doing just that — delivering as destinations for organic and local produce while at the same time offering in-store and online nutrition

education that helps shoppers eat and live more healthfully.

The fast-growing Lakewood, Colo.-based Natural Grocers by Vitamin Cottage, which operates more than 135 stores in 19 states, employs a health coach at every store. In addition to providing ongoing nutrition classes on topics ranging from eating more organic fruits and vegetables to healthy proteins to alternatives to sugary beverages, the coaches lead a variety of classes at local schools and businesses in their communities.

On a mission to establish itself as “America’s Health Education Expert,” Natural Grocers recently redesigned its Good4u Health Hotline monthly circular. Available in print and online versions, the magazine is distributed to consumers via direct mail and in-store. Circulation is expected to exceed 750,000 by year’s end.

This health-expert-meets-retailer model is resonating with consumers. According to Natural Grocers, its net sales increased 12.9 percent to \$705.5 million in fiscal 2016, and sales were up again, by 9.4 percent, for the first quarter of fiscal 2017, compared with the same period in 2016. Anticipating continued growth, Natural Grocers has signed an additional 16 leases on stores set to open in 2017 and beyond.

With more than 1,600 stores in 35 American states, German hard-discount grocer Aldi, with U.S. headquarters in suburban Chicago, is thinking organic and fresh as it expands its reach.

“We have increased our fresh produce offerings across all of our stores over the years, and currently carry a wide variety of fresh fruits and vegetables, including organic bananas, tomatoes, avocados, apples and salad mixes,” notes Aldi spokeswoman

“People are taking charge of their health, and taking charge of their diet is an important part of that.”

— Karen Falbo
Natural Grocers

Liz Ruggles. All of Aldi's organic products are clearly labeled with easy-to-spot organic seals.

"Due to our great-quality groceries and everyday low prices, we're one of the fastest-growing retailers in the U.S.," continues Ruggles. "By the end of 2018, we will have nearly 2,000 stores from coast to coast, bringing the Aldi experience — and our fresh and organic produce — to 45 million customers."

To educate and encourage customers to get off to a healthy start in 2017, Aldi launched Hello, Healthy, an online resource available through this month, to introduce customers to the many better-for-you foods found at its stores. Shoppers can access meal plans, recipes, tips and inspiring videos at www.aldi.us.

The grocer also works with a team of dietitians, known as the Aldi Advisory Council of Registered Dietitians, who share their Dietitian's Picks, including organic produce, gluten-free options and kid-friendly choices that are handpicked for their nutritional value. These products feature the Dietitian's Picks emblem on the supermarket's website.

Burgeoning Beverages

While organic sales are strong, certain subcategories like organic beverages are soaring to stratospheric heights.

"The demand for fresh organic was most evident in the continued growth of fresh juices and drinks, which saw explosive growth of 33.5 percent in 2015, making it the fastest-growing of all the organic subcategories," according to OTA.

"Over the last five years, sales of all kinds of organic beverages, from juices to nut milk to hemp milk and kombucha, have increased dramatically as consumers seek healthier options," affirms Karen Falbo, director of nutrition education for Natural Grocers, where produce-based beverages are gaining exposure through educational outreach.

For the past three years, the company's nutrition coaches have visited area schools to educate middle and high school students about the health consequences of consuming sugary drinks. The program, which presents healthy alternatives to soda, challenges kids to give up all sugary beverages for one week. Coaches return at the end of the week to discuss the kids' experiences and award prizes.

Whether encouraging kids or adults to make healthy beverage choices, convenience is critical to success. "Products like Daily Greens offer such amazing convenience," enthuses Falbo.

Daily Greens is a line of organic cold-pressed juices containing 4.5 pounds of vegetables in every 12-ounce bottle.

"People are taking charge of their health, and taking charge of their diet is an important part of that," Falbo asserts when asked what's fueling the organic beverage trend at Natural Grocers. "Personal stories, like Shauna Martin's story, are also coming to the forefront more and more."

Martin, CEO and founder of Daily Greens, in Austin, Texas, discovered her passion for green juice and its health benefits while battling breast cancer some years ago.

"Consumers are aware of how important organic is for their health, and the health of the environment," says Martin. "The [organic juice] category overall continues to grow — not the crazy growth of a few years ago, but at a steady rate for a more mature category."

Who is the organic green juice consumer? Daily Greens recently hired a consumer research group to find out. "We learned that once people buy Daily Greens, they are super-loyal," notes Martin. "We also learned that the entire family is drinking it. Our consumer is the whole family, not just the yoga mom."

The research additionally found that education, sampling, accessibility and affordability are essential to increasing sales. A new study from Jacksonville, Fla.-based Acosta Sales & Marketing, "Back to Our Roots: The Rise of the Natural/Organic Shopper," similarly supports the need for greater education in organic categories. The study notes that while price is still the biggest barrier for natural/organic shoppers, the next significant barrier across all channels is "conflicting information/studies about products."

"Shoppers are confused about exactly what is good for them," the Acosta study reveals. This makes product labels — a shopper's No. 1 source of product information — and in-store signage important tools in simplifying the grocery experience.

On the price front, Daily Greens works directly with organic farmers to keep costs down. The company's juices retail for between \$3.99 and \$4.99, a price point that Martin notes is still "a far better deal" than juicing at home.

With the pounds of vegetables per serving clearly touted on bottles of Daily Greens, the message of health is also resonating loudly and clearly.

“

Consumers are aware of how important organic is for their health, and the health of the environment.

— Shauna Martin
Daily Greens

CIRCULAR LOGIC
Natural Grocers redesigned its circular with the goal of becoming "America's Health Expert."





GROW AND TELL

Organics Unlimited's GROW organic banana stickers tell an eco-friendly story.

Banana Boom

There's double-digit growth in organic produce, which is going bananas, among other fruits.

"Bananas, berries and salads drive organic velocity," OTA observes, finding that the organic banana market has reached \$165 million, soaring by more than 30 percent in 2015 alone.

With organic shoppers increasingly demanding healthy organic snacking options, OTA reports that sales of organic dried figs, dates, baby carrots, Pink Lady apples, blackberries and bananas are all posting double-digit sales increases.

"As consumers become more aware of their health and the changing environment, we envision the demand for organic products grown in a sustainable manner will continue to rise," notes Mayra Velazquez de León, president and CEO of Organics Unlimited, in San Diego.

Since its inception in 2005, the GROW Fund, a nonprofit program developed by Organics Unlimited, has raised more than \$2 million in aid for communities in Mexico and Ecuador through retailer and distributor support. A percentage derived from the purchase of each box of GROW organic bananas is earmarked for the GROW Fund.

Organics Unlimited believes that success depends on education and effective messaging.

"Because it's such an important part of our mission and vision, we integrate our social-responsibility messages into all aspects of our marketing and branding, including banana stickers, POP, trade advertising, social media and more," explains Velazquez de León. Last year, the company revised its messaging so that banana stickers for both Organics Unlimited and GROW communicate the core values of cultivating communities and farming in a responsible, sustainable and eco-friendly way.



By the end of 2018, we will have nearly 2,000 Aldi stores from coast to coast, bringing the Aldi experience — and our fresh and organic produce — to 45 million customers.

— Liz Ruggles
Aldi U.S.

"One of the most important things that retailers can do is educate their employees on the benefits of organic produce so they can communicate that to customers in stores," affirms Velazquez de León. The company offers POP materials to help retailers and buyers educate sales teams and customers about the benefits of GROW organic bananas.

On-trend Tastes

When it comes to the country's hottest vegetable trends, beets, artichokes and Brussels sprouts are gracing restaurant menus from coast to coast.

With an eye on trending tastes, Ocean Mist Farms, in Castroville, Calif., launched its Ocean Mist Organic brand in 2015.

"Demand for organic produce continues to grow and is a key indicator for why Ocean Mist Farms includes organic production in our strategic plan," says Diana McLean, director of marketing for Ocean Mist, which has grown organic artichokes since 2004.

Ocean Mist's most recent additions to its organic line include Gold Beets and Romaine Hearts.

"Romaine Hearts continue to be a top seller, and the demand for Brussels sprouts, asparagus and spinach are on the rise," notes McLean, who sees sales of these items driven by consumers seeking to replicate at home what they experience dining in trendy restaurants.

Organic Salad Tradition

When Fresh Express Inc., in Salinas, Calif., decided to expand its salad line to include organic salad kits, tradition was top of mind.

"Consumers are demanding products in the organic segment that have been available in the conventional segment for years," asserts Michael Golderman, Fresh Express marketing brand leader. Specifically, this means products like organic chopped kits and complete bowls.

Knowing that Caesar is the top-selling kit in the value-added salad category, ranch is the overall best-selling salad dressing, and balsamic vinaigrette is the No. 1 organic salad dressing, Fresh Express took an educated guess that its recently introduced organic kits and chopped salads would be a hit.

The line of Organic and Chopped Kits consists of Classic Caesar, Pomegranate Cranberry, Sweet Dijon Onion, Sunflower Ranch, Balsamic Vinaigrette and Asian Sesame Ginger.

"Organic has gained four share points since 2012 — going from 20 percent of value-added salads to 24 percent," notes Golderman. "Organic value-added salad blends has been a \$1 billion-plus business for three years in a row." **PG**

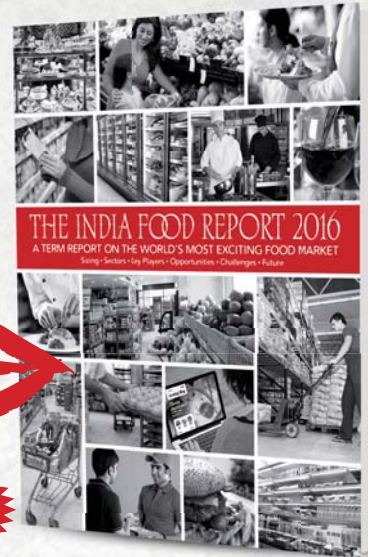
AVAIL ONE TIME EXCITING OFFER ON PROGRESSIVE GROCER

INDIA EDITION

Pay ₹3,960 and get

India Food Report 2016 worth ₹2,500 **FREE**

+ 3 Years subscription of **Progressive Grocer**
(PRINT + PDF + ONLINE)



Offer valid while stock last

THE INDIA FOOD REPORT 2016

India Food Report, which offers extensive mapping, sizing of the food manufacturing marketing and retailing sectors in India. The Report highlights the potential of India's Food sector- both Food & Grocery and Food Service-and addresses some of the key interventions that are necessary to ensure a sustained impetus for the sector's growth.

PROGRESSIVE GROCER

Progressive Grocer is the voice of the Indian Grocery industry helping brands, manufacturers, suppliers, MSMEs and SMEs in identifying key opportunities and challenges in the Indian Food and Grocery market and connecting them with retailers, both offline and online.

SUBSCRIBE NOW

Term	PRINT			PDF + ONLINE*			PRINT + PDF + ONLINE*		
	1 year	2 years	3 years	1 year	2 years	3 years	1 year	2 years	3 years
No.of issues	12	24	36	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹1200	₹2400	₹3600	₹2400	₹4800	₹7200
SAVING	15%	20%	25%	20%	25%	30%	25%	35%	45%
Discount	₹180	₹480	₹900	₹240	₹600	₹1080	₹600	₹1680	₹3240
You pay	₹1020	₹1920	₹2700	₹960	₹1800	₹2520	₹1800	₹3120	₹3960
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Online version will give access to editorial content only.

Best Offer

[CLICK HERE TO ORDER YOUR COPY ONLINE](#)

IMAGES
GROUP . IN

or send us your order mentioning delivery address along with a cheque in favour of "IMAGES MULTIMEDIA PVT. LTD." payable at New Delhi, to

Kiran Rawat: S 21, Okhla Industrial Area, Phase 2, New Delhi 110020, India.

E: kiranrawat@imagesgroup.in | **M:** +91 9953525535 | **T:** +91 11 40525000

Why retailers need to think ahead, act fast



The retail market in India is changing even faster than the people are able to understand it. Retailers need to be well on top of the changes and new trends disrupting the industry. Only then, they would be in a position to make intelligent and informed predictions and craft strategies based on the new trends with the potential to shake up the market.

The success of modern retail across the country is an established fact now. Modern or organized retail, which comprised just seven per cent of the overall retail market in 2011-12, is growing at a CAGR of over 20 per cent and has now attained a 10 per cent share of the total retail sector. It is expected to double in size in the next three years to Rs. 1,71,800 crore from the current Rs. 87,100 crore. With the New Year around the corner, many modern retail players are looking to turn over a new leaf and finally break into profitable territory.

The past few years have been challenging, even for those who chose to tread the waters carefully. But the tide could turn now and returns on investment, which until recently were like the proverbial will-o'-wisp, might well start showing up. Supermarket chain D-Mart, with its spectacular IPO listing and subsequent jaw-dropping valuation, has shone the light to profitability that other F&G retailers can well emulate.

It is expected that the next few months will see the retail sector close in on positive returns. Players like Spencer's have expressed confidence about being closer to profitability than ever before and those sentiments are being shared by several other players as well. Many of them are rolling up their sleeves to get into expansion mode and expand further in massive ways to cater to the demands of the fast evolving consumers.

But though the future looks promising, it will not pay to act complacent. For one, success can never be taken for granted. The market scenario is changing fast and new-age consumers are shifting their priorities in unpredictable ways. More and more consumers are making their buying decisions by weighing in on factors like convenience of shopping, speed of delivery and, of course, the cost of purchase as well.

Talking of the shifts in the market and consumer behavior, it is pertinent to point out that the changes we see in the industry today had its genesis years ago. But it is only now that we are feeling the reverberations of the transition. The neighborhood shops that existed until a few years ago have gradually metamorphosed into small super value stores of today. This change has been felt prominently in the metros as well as in other smaller cities and towns (tier II and tier III cities).

However, due to the rapid progression and explosion of technology, the changes in the industry

are now happening at lightning speed and their impact is being felt almost immediately. After all, we are living in an age of innovations and disruptions and satisfying the requirements of modern day consumers requires keeping the ear and eyes close to the pulse of consumers. Going ahead, we will witness several new changes that will further disrupt and transform the retail sector in India.

Already, it seems that the retail market in India is changing even faster than the people are able to understand it. Retailers need to be well on top of the changes and new trends disrupting the industry. Only then, they would be in a position to make intelligent and informed predictions and craft strategies based on the new trends with the potential to shake up the market. To keep themselves abreast of the new unforeseen changes, they should make the necessary course correction and adjustments by modifying their business strategies and introducing new formats. That will give them a fair chance of cashing in on the new trends and capturing a good share of the changing marketplace. There is no other option but for the retailer to change because the consumer is changing too, as well as the overall retail environment.

In my view, retailers are well aware of the challenges facing them and are equipping themselves to come out on top. They know that the sector has the potential and capacity to grow for many years to come and so they are trimming their sails to suit the new winds blowing through the industry. The growth in the years ahead will be fueled by the new generations, their rising earning capacities and their aspirations to spend and enjoy life instead of focusing on savings for tomorrow. These consumers have the confidence in their own future, in the opportunities available in the country and in their earning capabilities. They will not be deterred from spending freely and fearlessly but they will also continue making bold new demands of our retail eco-system. Retailers, in trend with this new sensibility, will live to grow, multiply, and thrive. **PG**



The author, Rakesh Gambhir, has over 30 years of experience in Food Retail, New concept/ brands, FMCG and Organised Retail. Currently, he heads Dubai Overseas Trade office in India and is on the Board of Skill Development – SME for Retail – besides also advising on international food retailing in India. He is reachable at rakeshgambhir@imagesgroup.in

Indian Foodservice Industry

today is above Rs 2,50,000 crores & growing at a staggering rate of 25% every year!

Grow your business with us!



foodService

INDIA EDITION

A taste of things to come!

The **FoodService** India magazine is dedicated to the F&B and HoReCa industries. It offers well researched information on new consumption trends and world cuisines that are changing the dining experience of Indian consumers. It provides updates on international and regional cooking ingredients and kitchen equipments; and reports on new and upcoming restaurants, QSRs, casual and fine dine restaurants.

The publication combines international concepts with indigenous expertise to offer food for thought for the top executives and decision makers of the Indian foodservice business.



Key Associated Brands



CLICK HERE TO SUBSCRIBE

Association & Partnerships:

Rakesh Gambhir: +91-99100-01375, rakeshgambhir@imagesgroup.in

Lokesh Arora: +91 9999033612, lokesharora@imagesgroup.in

IMAGES
GROUP . IN

Delhi:

Ekta Roy +91 9811635408
ektaroy@imagesgroup.in

Mumbai:

Savita Vasandi: +91-9833145494
savitavasandi@imagesgroup.in

Kolkata:

Piyali Roy Oberoi: +91-9831171388
piyalioberoi@imagesgroup.in

Bangalore:

Aashraf Alom: +91-9686014260
ashrafalom@imagesgroup.in

Treasure Hunt

Understand customers by tracking their paths through the store.

By John Karolefski

“
These new technologies enable traditional grocery retailers to have the same level of understanding about their shoppers as online retailers such as Amazon.”

— Rajeev Sharma
VideoMining Corp.

Hannaford Supermarkets has embedded RFID chips into the shopping carts of its 68,000-square-foot store in Bedford, N.H. The Scarborough, Maine-based grocer, a division of Ahold Delhaize, wants to track the paths of shoppers around the store.

This is just the latest example of grocers using sophisticated technology to study shopper behavior. For several years, special cameras in the ceilings recorded customer movements in many stores around the country.

Why track shoppers?

According to Hannaford President Mike Vail, the information gathered from the chips will help improve

the placement of products throughout the chain's stores.

Technologies that anonymously track shoppers can help in optimizing almost all aspects of store design, merchandising and marketing, adds

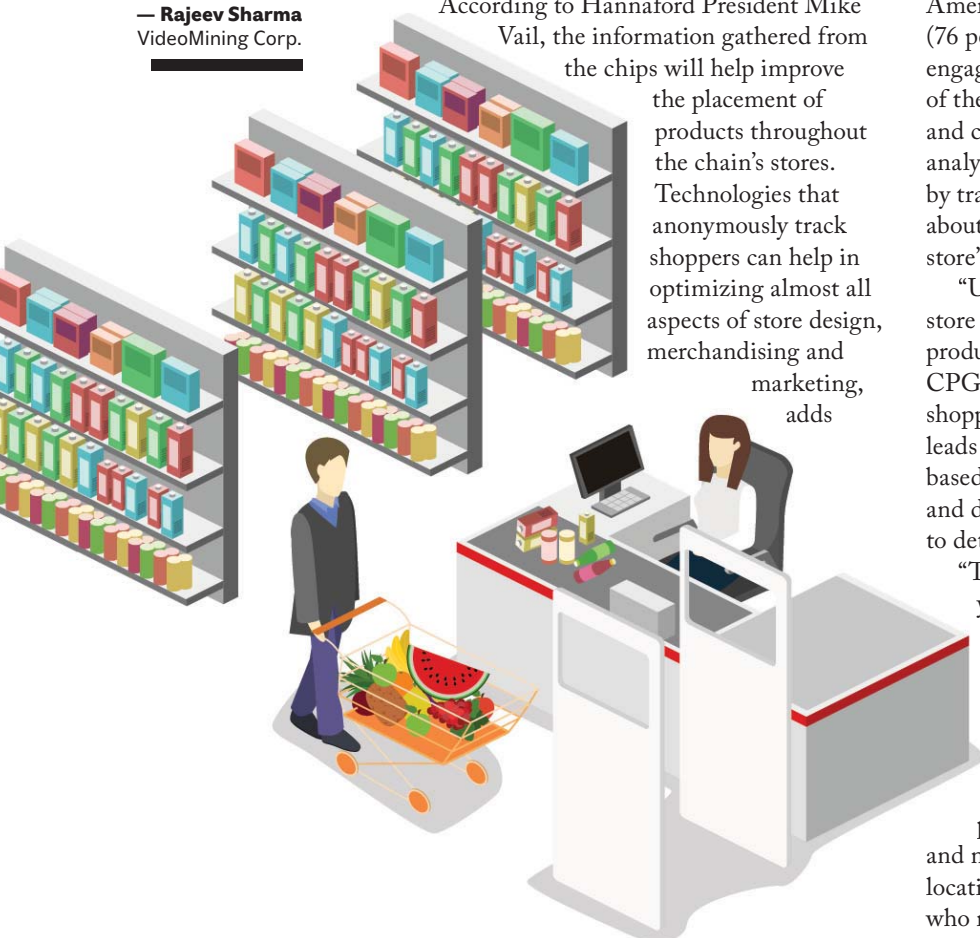
Rajeev Sharma, founder and CEO of State College, Pa.-based VideoMining Corp., which studies in-store shopper behavior for retailers and brands.

“Given the changing competitive landscape that is spilling over from the brick and mortar to online channels, it is especially important for grocery retailers to develop capabilities for understanding the in-store behavior of their shoppers,” explains Sharma. “In essence, these new technologies enable traditional grocery retailers to have the same level of understanding about their shoppers as online retailers such as Amazon.”

According to research by the Chicago-based trade association Shop! (formerly POPAI North America), three out of four of all purchase decisions (76 percent) are made in the store. Obviously, engaging shoppers along the path to purchase is one of the most important challenges facing retailers and consumer packaged goods manufacturers. Many analysts believe that the best way to do so is to start by tracking the shoppers' paths, which provide clues about where to place products and displays in the store's layout.

“Understanding a shopper's path through the store highlights opportunities to cross-merchandise products and allows retailers and potentially branded CPGs the opportunity to tailor offers based on a shopper's in-store behavior,” says Randy Burt, who leads the Americas grocery practice at New York-based consultancy A.T. Kearney. “Video analytics and direct observation are the more mature methods to determine the path shoppers are taking.”

“The path of your shopper can tell you what areas you need to grow or reduce, and provide insight into the motivations and interests of your customers,” notes Bharat Rupani, president of San Diego-based Interactions Marketing, a firm specializing in product demonstrations and experience marketing. “For example, if you're finding most shoppers shop the perimeter of the store in the evenings for dinner and never touch the center store, you likely have a location in an area of the store with busy shoppers who respond best to convenience. There are several



ways to determine this path, including department and category analyses, shopper intercept surveys, and mystery shops.

“Understanding how a shopper interacts with the store — which aisles they enter, how long they spend in different aisles, which types of products they spend time reading labels — can help retailers determine, for example, optimal placement of demos and special display locations, where to place product to encourage impulse purchases, cross-merchandising opportunities, and overall flow,” adds Rupani.

Benefits of Tracking

Julie Schlack, SVP of innovation and design at Boston- and New York-based brand adviser C Space, believes in the strategic use of shopping-path data that let grocers identify all of the discrete factors that precede a product purchase. For example, video tracking and beacons can create heat maps depicting how many people are walking through each aisle, where they’re pausing, how long they’re spending in front of each product category, and the like.

Schlack and Curtis Tingle, chief marketing officer of Livonia, Mich.-based Valassis, list several benefits of tracking the paths of shoppers other than the proper placement of displays and sampling stations:

- Helping grocers reorganize the product layout to boost traffic in undervisited aisles
- Knowing where shoppers go in-store — and don’t go — and how often they visit specific departments
- Understanding where in the store they linger versus where they breeze by, which assists retailers in making layout, planogram and assortment decisions

“Knowing a typical shopper’s path informs the store of what shoppers want and need,” says Interactions’ Rupani. “If they’re shopping the perimeter and you want to grow center store, enticing end cap displays or product demonstrations featuring center store items can help alter the shopper path to improve areas with flat or declining sales. Additionally, the knowledge of what drives shoppers — be it value, convenience, health and wellness, or luxury — must be a key part in planning any store set or refresh. There is a positive correlation between how well a store reflects the needs and behaviors of the community it serves and its sales, shopper satisfaction and loyalty.”

Not everyone agrees on the use and value of sophisticated technology to track the paths of shoppers through a grocery store. Dr. Billie Blair, an organizational psychologist and president/CEO of

FOLLOWING THE SHOPPER’S VIRTUAL PATH

One way to better understand and predict the paths of shoppers is by studying both their behaviors and attitudes, according to Rich Scamehorn, chief research officer at InContext Solutions, a Chicago-based provider of virtual-reality solutions for trading partners. When evaluating new concepts like store layouts, packaging or point-of-purchase displays, it’s important to understand both the shopper’s behavior and why they made the choices they did, notes Scamehorn. He gives the example of testing new packaging, and outlines a two-step process:

Observe the Shopper Reaction:

Did they pass right by the new packaging, did they stop and observe the packaging but ultimately decide on a different brand, or did they see the new packaging and make the decision to purchase?

Ask Follow-up Questions: Why did they make the choices they did? Were the new colors and fonts too muted so they didn’t notice the brand? Was the brand not in their line of sight on the shelf set? Did they notice the new packaging, but made a selection of a different brand due to price, loyalty, personal preference, etc.?

“You can evaluate these behaviors and attitudes in test-store environments, but setting up and resetting shelves can be costly and time- and labor-intensive,” says Scamehorn. “By using virtual reality, you can conduct these same tests in a more efficient way by setting up virtual environments, asking individuals to shop as they normally would, and then prompting them with questions to better understand their behavior afterward.”



Murrieta, Calif.-based Change Strategists, a large international management consulting firm, opts for the simple approach.

“If a grocer wants to know about which store layouts are preferred by customers, then ask them,” Blair says. “Don’t do anything ridiculous like ‘tracking customer trips.’ How could that possibly tell them anything, other than the customer is forgetful or the store layout is confusing? How could this possibly be known without asking the customer? It’s a very simple matter to design a quick questionnaire for querying customers. Good grief! Why all the pseudoscience guesswork? Just ask the customers already!”

While such opinions have value in the overall discussion of tracking shopper paths, they’re outliers among grocery analysts. Most of them see the value of using technology to depict how many people are walking through each aisle, where they’re pausing, how long they’re spending in front of each product category, and so on.

“While these methods may help grocers boost category sales,” says C Space’s Schlack, “they’re only beneficial if they enhance the overall shopper experience.” **PG**

“There is a positive correlation between how well a store reflects the needs and behaviors of the community it serves and its sales, shopper satisfaction and loyalty.”

— Bharat Rupani
Interactions Marketing

what's next



▲ Treat for taste-buds

Tasty Treat by Future Consumer Ltd has come up with a new range of ready-to-cook soups. These nutritious soups are available in four variants: sweet corn, zesty manchow, wholesome mix veggie, creamy thick tomato and spicy hot and sour soup. Loaded with the goodness of vegetables, these soups are MSG free, and make for a perfect healthy snack option. Priced at Rs. 55, these soups are available at all leading retail outlets such as Big Bazaar, Nilgiris, Heritage Fresh, Easy Day stores across the country.



◀ Sweet delights from LuvIt

LuvIt, from Global Consumer Products, has come up with LuvIt Goodies pack. It is a special festive gifting pack crafted with assorted premium LuvIt chocolates. These boxes are available at leading retail outlets and general trade stores. Also, these boxes make for a perfect gifting option, and are priced at Rs. 60 for 73.2 gm, Rs. 100 for 142.9 gm and Rs. 160 for 162.7 gm.

▼ Mother's Recipe unveils new tub packaging

Mother's Recipe has recently introduced a new tub packaging for their top selling condiments. These convenient tub packs come in three variants: ginger paste, garlic paste and tamarind paste. Besides, these cooking pastes are packed with aroma-seal caps to retain the freshness and flavour of the pastes. The tub pack ensures zero wastage as the paste can easily be scooped out. The tub packs are available at all leading retail outlets and are priced at Rs. 61 for a 300 gm pack.



▼ Pulse adds a tangy twist

Pass Pass Pulse from DS Group has launched a new Pineapple flavour Pulse. This new flavour is an addition to the brand's existing repertoire of candies. With the fruity pineapple flavour, this candy adds a twist of flavours with its tangy powder filling at the center. Priced at Rs. 1, this new variant of Pulse candy comes in a pillow pack and is available at all retail outlets.



► Nando's Grocery unveils Peri-Peri sauces

Nando's Grocery has recently introduced two Peri-Peri sauces: Lemon & Herb and Hot. These sauces are available in handy bottle packaging of 125 ml and 250 ml, and are priced at Rs. 250 and Rs. 390 respectively. These condiments are available at leading retail stores in Delhi-NCR, Bangalore, Chandigarh, Mumbai, Chennai, and are also available online at Amazon.in & Bigbasket.com.



▼ Del Monte introduces Blueberries

Del Monte has recently launched Dried Blueberries. The newly launched berry is an addition to Del Monte's dry fruit range, which includes dried prunes and dried cranberries. Replete with natural goodness, these blueberries are rich in dietary fibre and anti-oxidants. These dried berries makes for a healthy snack option. Available at all major superstores and retail outlets, these berries come in sealed packs of 130 gm and are priced at Rs. 430 with a shelf life of nine months.



► Christmas delicacies from L'Opéra

Bakery and confectionery brand, L'Opéra has introduced a range of assorted cookies and cakes for Christmas. They have come up with special festive boxes curated with candies, cookies and cakes in delightful shapes. These festive delicacies come in various pack sizes and are available at all L'Opéra outlets and the prices start from Rs. 200.



Mother's[®] RECIPE



Instant
Mix

For those anytime **hunger pangs**,
We bring you **mom's special**
touch **instantly**

No Added Preservatives

5 Ready in
minutes



Also available Upma, Payasam,
Khaman Dhokla & Khatta Dhokla

Shreshth Quality Ki Pehchan, MDH Masale Hain Sare Bharat Ki Shaan

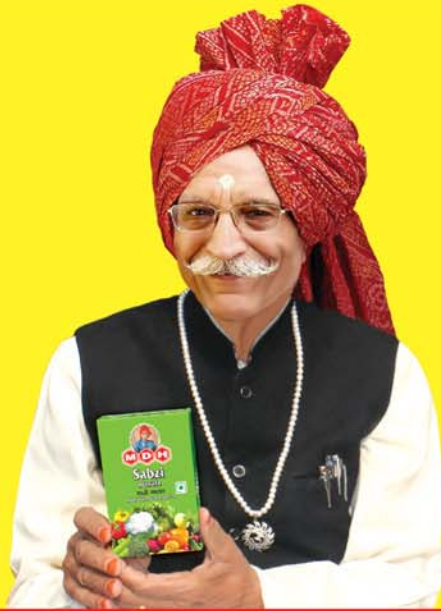
RNI NO.: DELENG/2007/33157



**"Ek Taange wala Jo Bana,
Masalon Ka Shenshah"**



**Asli Masale
Sach - Sach**



Other Useful
Quality Products



Soyatein
Vadiyan



Hawan
Samagri



Hing



Kesari



Dant Manjan



Gift
Pack's Cost
Rs. 550/-
Only

MDH
Assorted Spices Box
GIFT PACK



ESTD. 1919

Mahashian Di Hatti Pvt. Ltd.

9/44, Kirti Nagar, New Delhi - 110015, 011 - 41425106 - 07 - 08

E - mails : mdhcare@mdhspices.in, delhi@mdhspices.in www.mdhspices.com

