

Retailer-Brand Relationship

How to work together to overcome challenges and generate solutions for higher profitability

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PROGRESSIVE GROCER

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INDIA EDITION



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INDIA FOOD FORUM 2018

INDUSTRY STALWARTS CONVERGE TO MAP THE FUTURE GROWTH PATH OF FOOD RETAIL





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Today, as brands – both home-grown and global – vie with each other for a larger share of the customer wallet against the backdrop of rising popularity of e-commerce, the challenges for the retail industry keep mounting by the day and are becoming even more complex. Retailers agree that the key to success in e-commerce or brick and mortar retail is in offering amazing customer service. The significance of this aspect of retailing will only grow more pronounced in times to come. Today, as competition in the industry keeps ratcheting up, focusing on customer touch points is becoming more and more critical for marketing success.

Retail operations includes many aspects such as store design, display management, customer service, staff management and inventory optimization. All of these combine to make a major part of our shopping experience. But the key to a store's success depends on exemplary customer service. It helps stores increase their competitiveness and allows the little guys to compete against the big guys as well as also withstand the pressures arising from the growing influence of online retail.

In this issue, we bring you a mix of stories centred around the challenges faced by the food retail industry in India and the most potent solutions to iron out the wrinkles. The stories are based on intense discussions and deliberations at the 11th India Food Forum, held last month in Mumbai. Look up the stories and get up to speed with the evolving mechanics and dynamics shaping India's food retail industry of today and its future prospects going ahead.



Amitabh Taneja
 Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

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Holding Pattern

Perimeter packaging solutions address freshness, convenience and safety.

By **Bridget Goldschmidt**

When it comes to the packaging of items sold in supermarkets' perimeter departments, consumers and retailers may have slightly different needs, but they both agree that the products should be as fresh as possible.

"Consumers are looking for packaging that can protect the product, can extend shelf life of the fresh food contents, and is available in grab-and-go sizes due to changing eating patterns," notes Jack Tilley, market research manager at Shelton, Conn.-based Inline Plastics Corp., whose most recent introduction is the SnackWare line of single- and multicompartment containers featuring a lid that provides a leak-resistant seal around one of the compartments so that contents such as dips, salsas and dressings can be offered. "Retailers are looking for robust ... grab-and-go/snacking containers in [various] sizes that also provide high clarity to spotlight the quality of the foods and promote impulse purchases."

Tilley expects that there will be an "expansion in the sizes and shapes" of such portable solutions.

Produce Pouches

With the demand for fresh vegetable packaging expected to rise to \$2.8 billion in 2019, according

to Produce Business magazine, TC Robbie, part of Vaughan, Ontario-based TC Transcontinental Packaging, best known for its ready-to-eat meal packaging, has created its first solutions for the produce section.

"Packaging developments focused on benefits to the consumers in areas of cooking convenience and easy cleanup have become key components in promoting and merchandising fresh-cut produce," observes Rebecca Casey, senior director of marketing at TC Transcontinental Packaging. "Customers are embracing the convenience of no prep, saving on food waste and the comfort of knowing that they are buying produce that wasn't frozen or exposed to the general public."

July 2016 saw the retail debut of the Steam N Eat Produce pouch. "The new package allows retailers the ability to offer customers fresh-cut produce packed in-store with a value-added steamable feature," says Casey. "Consumers can take advantage of grab-and-go convenience, as well as enjoy healthy eating options that are simple and easy to prepare using the convenience of their microwave. Currently, packaging with this technology is typically found in the frozen aisle or prepacked at the processor level, then shipped to the retailer."

She adds: "The pouch is designed with customized laser-venting technology that allows



SIMPLE SOLUTION
Sealed Air Cryovac worked with Perfect Fit Meals on a customized package for the latter company's fresh-crafted meals.



the produce to cook evenly while maintaining the taste and nutritional benefits of steam cooking. Retailers welcome that it provides them with a fresh alternative versus processor-shipped product.” The pouches can hold a variety of fresh-cut produce, including asparagus, broccoli, cauliflower and medleys. Soon after the initial launch, TC Robbie developed a second pouch sized for steaming four to five ears of corn.

Casey firmly believes that this segment has nowhere to go but up. “We will see more retailers start to bring in-house preparation of their fresh-cut produce programs to capitalize on the growing demand for fresh foods in the perimeter,” she predicts. “And with this move, you will see more of an emphasis on packaging. For instance, we may see more of a movement from tray and overwrap film to pouches. Printed pouches give retailers an easy way to educate their consumers that their product is freshly cut and packed in-store.”

What’s more, according to Casey, “Some of the fastest-growing segments for produce are microwavable, ready-to-cook vegetables and healthy snack-

size options. Pouches offered with laser perforations, vent holes, alternative bottom seals, smaller platforms and tear notches will become the package of choice for retailers wanting to enter the value-added produce market.”

Playing it Safe

Another important concern regarding fresh food packaging is that it contain no harmful ingredients that could contaminate the product within or cause damage to the environment.



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Packaging developments focused on benefits to the consumers in areas of cooking convenience and easy cleanup have become key components in promoting and merchandising fresh-cut produce.

— Rebecca Casey
 TC Transcontinental Packaging

“As safety concerns have been raised in recent years surrounding dangerous levels of synthetic chemicals leaching into food from packaging ... consumers and retailers are seeking increased accountability in safety, sustainability and traceability in their fresh food packaging,” notes Wayne Millage, president and CEO of Renton, Wash.-based TrojanLitho, whose sustainable folding carton and single-face litho laminate food packaging, which can be used for such fresh food applications as prepared foods and baked goods, has qualified for Food Safety System Certification (FSSC-22000) through Ann Arbor, Mich.-based product-testing, inspection and certification organization NSF International.

In the area of eco-friendliness, he observes that TrojanLitho’s “sustainable business practices and delivery methods are aimed at helping to chart a new, more environmentally focused path for the food packaging industry, which we foresee as a continuing trend in fresh food packaging. In the coming years, we anticipate an even greater focus on providing biodegradable packaging that is produced in eco-friendly, ISO-certified and FSSC-22000-certified facilities. We also expect a greater emphasis on packaging that is made with completely recyclable, high-quality paper and earth-friendly, vegetable oil-based inks such as ours.”



IN THE BAG
 TC Robbie’s handy new Steam N Eat Produce pouches allow consumers to prepare vegetables in the microwave.

Further, Millage anticipates “a trend toward single-face litho laminate packaging that offers significant cost-savings when compared to flexography or pre-print solutions. Flexo and pre-print plate costs can be as much as 10 times more than those completed through our lithography process, meaning customers can ultimately save tens of thousands of dollars in printing costs. Litho-printed single-face also eliminates the need for roll minimums

required with pre-print, and the associated exposure to obsolete material due to graphic changes.”

Team Efforts

Sealed Air Corp., the Charlotte, N.C.-based maker of Cryovac packaging solutions, is an active collaborator on products that enhance the safety not only of fresh food, but also of the workers who handle it.

“Kroger Co., one of the world’s largest grocery retailers, recognized the value of implementing easy-open packaging,” notes Mike Rosinski, North American director of marketing to the smoked and processed meats sector for the Cryovac division. “One of the early adopters of the knife-free packaging trend, Kroger challenged Sealed Air Cryovac to migrate its easy-open solutions into their Private Selection brands of cheese within a 12-month timeframe. As part of this conversion, 10 SKUs from four different suppliers were migrated to Cryovac’s Grip & Tear packaging, totaling nearly 2 million bags in yearly volume. Kroger’s migration to easy-open packaging on a national scale demonstrates the growing need for retailers to eliminate risk behind the deli counter, and the company’s successful implementation of knife-free solutions provides a road map for smaller operations to protect their workers and businesses in the same way.”

Rosinski adds that along with easy-open packaging, “cook-in-bag technology and post-pasteurization are trends on the rise for a reason. These new solutions allow delis to reduce the risk to employees, increase food safety by reducing potential for cross-contamination, improve worker productivity and minimize food waste.”

The company also works with suppliers to create customized solutions, as it did with Houston-based Perfect Fit Meals (PFM), a maker of fresh-crafted meals that needed packaging that helped eliminate cross-contamination in the production process through a seamless segmentation of meals for those with allergy and dietary restrictions. The result was a Cryovac Simple Steps packaging solution in several sizes that fit PFM’s quality and safety needs, while also presenting the meals in a practical and aesthetically pleasing way.

The future is sure to hold further advances in fresh packaging performance. As Inline Plastics’ Tilley observes, “Packaging innovations continue to be driven by customer requirements and unmet needs.” **PG**

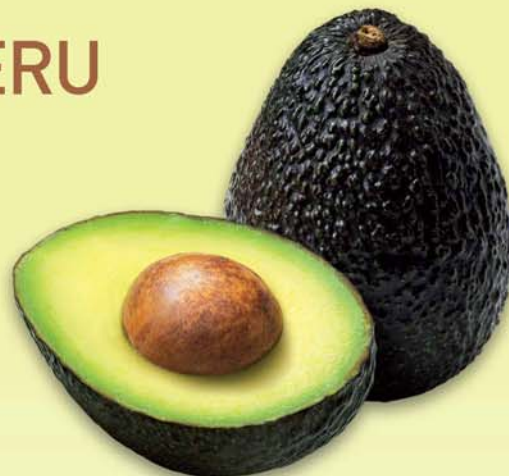
For more about perimeter packaging solutions, visit Progressivegrocer.com/freshpackaging.



SUPER AVOCADOS FROM PERU

Avocados are known as butter fruit or alligator pear. Since this is mostly consumed with vegetables it is commonly believed to be a vegetable, but actually this is a fruit. However this is a rather unique type of fruit, since unlike other fruits the fruit of avocado has a great source of healthy unsaturated fats. Peru is one of the global leaders in the production of "Hass" avocado, highlighting its high quality and superior taste. Super avocados from Peru are now available in India.

Hass avocado has a soft creamy texture and a delicious buttery taste. Avocados are very versatile, can be eaten alone or being enjoyed as a perfect complement to soups, salads, sandwiches and more.



BENEFITS OF CONSUMPTION OF AVOCADO:

- **Reduce the cholesterol level in blood** because it is rich in healthy fats: "75% of mono-unsaturated and poly-unsaturated acids" (oleic, linoleic, -linolenic, palmitoleic). These acids increase the "good cholesterol (HDL)", reducing the "bad cholesterol (LDL)" in the blood. Avocados also contains phytosterols [-Sitosterol] which are structurally similar to cholesterol molecule and act in the intestine against the absorption of cholesterol toward the bloodstream.
- **Prevents the risk of cardiovascular diseases**, since avocado is naturally sodium and cholesterol free, also has a high content of Potassium (higher than bananas) which is an important mineral controlling of high blood pressure.
- **Helps for a healthy growth of babies during pregnancy**, since avocados are rich in folate (vitamin B9) which is essential for the right development of the fetus and prevents birth defects known as neural tube defects.
- **Protection of eye health** thanks to its high content of lutein and zeaxanthin. Lutein is a dietary carotenoid which helps to protect against eye diseases such as cataracts and macular degeneration. Avocado is the highest fruit source of this substance. Also avocado has a good amount of Vitamin A which improves the night vision.
- **Improves skin elasticity**, given that avocados are rich in phytochemicals antioxidants against oxidative damage and the effect of Vitamin E, rejuvenating factor for the skin.
- **Helps to lose weight**, avocados are high in dietary fiber (6.7 g), reducing hunger and facilitating healthy bowel movement.
- **Key food for athletes** being a major source of energy because of healthy fats, and helping the absorption of other nutrients.
- **Highly nutritious**, containing abundant nutrients and vitamins in an important proportion of the Recommended Dietary Allowance (RDA), such as Vitamin K, B6, Vitamin E, Vitamin C, Potassium and Folate. And also contains small amounts of Magnesium, Copper, Iron, Zinc, Phosphorous and Vitamin A.

Nutrition Facts			
Serving Size 1/2 Avocado (100g)			
Amount Per Serving			
Calories 160	Calories from Fat 132		
% Daily Values*			
Total Fat 14.7g	23%		
Saturated Fat 2.1g	11%		
Trans Fat 0g			
Polyunsaturated Fat 1.8g			
Monounsaturated Fat 9.8g			
Cholesterol 0mg	0%		
Potassium 485mg	14%		
Sodium 7mg	0%		
Total Carbohydrate 8.5g	3%		
Dietary Fiber 6.7g	27%		
Sugars 0.7g			
Protein 2g	4%		
Vitamin A 3%	● Vitamin C 17%		
Calcium 1%	● Iron 3%		
Vitamin E 8%	● Vitamin K 26%		
Thiamin 7%	● Riboflavin 6%		
Niacin 9%	● Vitamin B6 15%		
Folate 20%	● Phosphorus 5%		
Magnesium 7%	● Zinc 4%		
* Percent Daily Values are based on a 2,000 calories diet. Your Daily Values may be higher or lower depending on your calorie needs			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Source: USDA



AVOCADO RECIPE

Stuffed Avocado:

Ingredients: 1 Avocado halved and pitted, 1 can of tuna drained (or any vegetables, as you wish), ¼ cup diced red bell pepper, 1 tablespoon minced jalapeno, ¼ cup cilantro leaves, 1 tablespoon lime juice, salt and pepper (to taste).

Instructions:

Scoop out some of the avocado from the pitted area to widen the "bowl" area. Place the scooped avocado into a medium-size bowl. Mash it with a fork. Add the tuna (or vegetables), bell pepper, jalapeno, and cilantro to the mixing bowl. Pour lime juice over. Stir it all together until everything is well mixed. Scoop the tuna into the avocado bowls. Season with salt and pepper.



India Food Forum 2018

Mapping the growth path and the future of food retail



Krish Iyer
President and CEO,
Walmart India &
Chairman India
Food Forum

The 2018 chapter of India Food Forum, held from 17-19 January at Bombay Exhibition Centre, was a landmark milestone for India's food retail industry. Powered by Sri Sri Tattva, the 11th annual mega congregation of India Food Forum – India's most comprehensive platform for ideas and innovations in the food, FMCG and HoReCa sector – was power-packed with interactive and focused panel discussions, workshops, exhibition, master-classes, product launch pads, awards and an array of other activities.

Much food for thought

In his keynote address, Krish Iyer, Chairman, India Food Forum 2018 and President & CEO, Walmart India said, "We are seeing a transformation unfolding before us – be it FDI reforms in food retail or the implementation of path breaking initiatives

like GST. All these make the country a unique and priority investment destination." Expressing his excitement at being part of this eventful journey that will enable India to move ahead on the path of higher rural income, improved farm infrastructure, world class last mile distribution and retail infrastructure in the country, Iyer said, "Today's tech-savvy generation and the rapid increase in internet and smart phone penetration is driving the evolution of the food segment. Their preference to engage with grocers and retailers on their own terms has brought a tectonic shift in the consumption patterns and has made technology a necessary tool to offer the most relevant value propositions such as experience, convenience, price and choice."

The three-day Conclave this year brought together key decision makers from every part of the food supply chain, apart from the country's finest talent in food research, creation, distribution and retailing. Over 200 Speakers, 140 Exhibitors, 500+ Brands, 10,000+ Visitors, 400+ International Visitors and 30 International Exhibitors made their presence felt at the Forum this year.

Among the overseas representatives was a delegation from UK's Department for International Trade comprising top brands in the food & beverage sector who took the opportunity at the Forum to partner with Indian players for expanding their geographical footprint and products' expanse. The delegation includes representatives of the most iconic and trusted British brands as well as the latest food innovation and niche products.

To keep the delegates connected with the next big innovations in food retailing, HoReCa and food



Arvind Varchaswi
MD, Sri Sri Tattva



technology, and to ensure that they are empowered with the products and insights to maximize the opportunities offered by India's vast consumer universe, the forum featured a line-up of powerful conferences and eminent industry experts as speakers.


Top honours for retailing excellence

A major highlight of the Forum and the latest addition to the prestigious platform this year was the launch of India's 1st Food Startups & Innovation Convention and Awards supported by FSSAI. The initiative – to support and bring path-breaking entrepreneurs to the platform to share their ideas, business models and help them find solutions to the challenges they face – saw 16 start-ups present their ideas, execution strategies, implementation stages and payoff to an eminent jury panel of 16 members. Of the whole lot, three start-ups – Inner Being Wellness, 4700BC Popcorn and Earthy Tales – stood out as they clinched honours to be a part of the prestigious Amazon Launchpad Program. Out of 184 entries received for the competition, 16 start-ups were shortlisted and the winning start-ups will now have an opportunity to access millions of Amazon customers nationally and internationally.

Congratulating the three winners – Aman Deep Lohan, Head, Amazon Launchpad India said: “We are very excited to have these start-ups be a part of Amazon Launchpad. We look forward to working with them and assist them through various tools and mechanisms that will help them launch products, get them discovered, build their brand, and help sell on the Amazon marketplace. These start-ups will also get access to the curated Amazon Launchpad store, the one-stop destination to find products from entrepreneurial companies. Additionally, they will get support in account management and customized recommendations on product launches and enhanced quality content with unique product page experience.”

Amazon Launchpad was launched in India in 2016 as a dedicated program showcasing unique

LAUNCH OF KNORR RANGE OF CHEF'S MASALA



Among the several high profile product launches that took place at India Food Forum 2018, Unilever Food Solutions' launch of its Knorr range of Chef's Masala – especially for the HORECA channel – created a big buzz. Knorr Chef's Masala comes in seven variants – Chana Masala, Kitchen King Masala, Chicken Masala, Royal Meat Masala, Pav Bhaji Masala, Sambhar Masala, & Meat Masala. The masalas are formulated to address the needs of chefs. The ingredients for these masalas have been sourced from best spice locations in India. The key proposition of Knorr Chef's Masala range is the authentic taste, non-water separation even after four hours of preparation and a perfect end dish flavor.

and exciting products from startups across India, making it easy for them to launch new products to millions of Amazon customers. The Amazon Launchpad storefront offers customers a one-stop shop to discover a curated selection of cool and innovative products from entrepreneurial companies in the country. In addition to this, start-ups under the program also get Sponsored Products and AWS credits to further boost their business. Current Amazon Launchpad marketplaces include: US, UK, Germany, France, Mexico, Canada, China, Japan and India.

Apart from the Amazon awards, the eminent jury also selected five more start-ups for the Coca Cola Golden Spoon Awards and Images Food Start-ups & Innovation Awards. These include Frshly (Food Service Aggregator), The Thick Shake Factory (Food Service), Jarlie (Food service), Earthy Tales (Organic Farm to Fork) and Numbermall (B2B platform for food and grocery suppliers and retailers). Another three sets of awards were presented to honor India's most exciting and innovative food retailers, foodservice formats and food retail professionals. **PG**

Over 200 Speakers, 140 Exhibitors, 500+ Brands, 10,000+ Visitors, 400+ International Visitors and 30 International Exhibitors made their presence felt at the India Food Forum this year.



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Left to right:

Sadashiv Nayak
CEO, Future Retail

Piruz Khambatta
CMD, Rasna

Hari Menon
Founder & CEO,
Bigbasket

Arvind Varchaswi
MD, Sri Sri Tattva

Jamshed Daboo
MD, Trent
Hypermarkets

Saugata Gupta
MD & CEO, Marico



How the food industry will evolve in the next decade

The way ahead for Indian brands lies in building the overall pie of modern food retail through innovation, ideas, and by serving both the articulate and inarticulate needs of the billion plus Indian consumers.

By Premjit Mohapatra



“
I think that the decade in focus will be marked by how food is farmed, created, marketed and consumed, which will bring a fresh perspective and help food industries capitalize on the seismic market changes and better serve today's discerning customers.”

— Sadashiv Nayak
CEO, Future Retail

The food retail industry constitutes the largest retail consumption category in India and is positioned globally as the sixth largest, with an annual growth rate of 14.4% and contributing a significant proportion to India's economic performance. It has evolved over the past decade giving rise to exciting new concepts and innovations in its wake, highlighting the overall potential of the country. While eating remains ubiquitous, factors like increasing awareness and health consciousness, changing lifestyles and time poverty, increasing drift towards convenience are engendering a shift in the food retail landscape. In a session at the India Food Forum titled “Serving the one billion plus consumers: building the overall pie of modern food retail through innovation, ideas - how the food industry will evolve in the next decade”, moderator Sadashiv Nayak, CEO, Future Retail, was joined by other titans of the industry who drew on their decades of experience to offer critical insights along with pertinent answers on the contours of India's evolving food retail market, emerging trends, growth strategies, challenges and opportunities for innovation in a growing Indian economy coupled with the rapidly evolving consumer demands in the decade ahead.

A noteworthy trend that is being observed and will influence the next decade of food retail is the gradual emergence of organic food as an essential part of the daily diet. The market for organic food products in India has been growing at a rapid pace over the last

few years in light of the health benefits associated with consumption of organic food and the rise in the number of diseases. The rising health consciousness among the middle class consumers in major cities across India has been a key factor contributing to growth in the market. With the health and organic space growing rapidly and predictions of continued growth, it provides a lot of investment opportunities. “In the decade going forward, food preferences will be driven by growing health consciousness. Consumers are actually starting to focus on health related products, reading labels and spending a lot of product images. There is more than reasonable demand but staggered supply,” said Hari Menon, Founder & CEO, Bigbasket. Capitalizing on this growing trend, Bigbasket has created a separate category for health and entered into a strategic partnership with Sri Sri Tatwa to ensure products reach different parts of the country. It is also creating a wide range of private labels under the brand name Gooddiet Superfoods, focussed exclusively on health products. The online retailer is also doing a huge amount of work to create interest in farmers to go organic so as to meet the supply changes and foster inclusion.

With the growing health consciousness and the norm of health foods and healthier lifestyles, Ayurveda is witnessing resurgence in India. Leveraging the ancient Indian tradition and the fact that consumers have woken up to the possibilities of Ayurveda, Sri Sri Tatwa has opened Sri Sri

Ayurveda stores with a lifestyle consultant and a doctor who will prescribe what sort of food is good and when. “The science of Ayurveda, is not only curative but affects your lifestyle as well. It’s about managing yourself better and being healthy in body and mind. India perhaps is the only civilization that has addressed both the body and mind together in a holistic fashion,” said Arvind Varchaswi, Managing Director, Sri Sri Tattva. With Ayurveda offering the solutions for healthy lifestyle, education is set to be huge player when it comes to the future of food; and Sri Sri Tatwa is focused on educating people so that they not only change their food but also correct their lifestyles. “With rising consciousness about health among the youth, the next decade will be about being responsible with health and consuming with responsibility and sustainability. Apart from the millennials, there will be a significant section of population that will be 50 years plus. They will want to stay young and fit and they have the disposable income. That’s something for the corporates, retailers, manufacturers and the government to take note,” observed Saugata Gupta, MD & CEO, Marico.

Jamshed Daboo, MD, Trent Hypermarkets, foresees a paradigm shift in the determinants of food habits and consumption decisions. The 20th century

and the early part of 21st century food habits and decisions have been driven largely by the strengths of distribution and advertising; which the packaged food industry leveraged to increase consumption and penetration. “The package, the noise, the availability are not going to be key drivers for consumers to take the decisions. The key driver is going to be the authenticity and personalization of the product itself,” noted Daboo. “Today, with the penetration of Modern Trade and, more importantly, with the penetration of online retail, the access paradigm that earlier was driven by the clout of distribution is going to change. And once a billion consumers start gaining access to products, the nature of products now available to them, will not be driven by the ability to access but by authenticity,” said Daboo while drawing attention to the rapid changes happening in the consumer landscape and how in the next ten years the brand-product landscape of the country would undergo a sea change.

Piruz Khambatta, CMD, Rasna, said he sees tremendous opportunities in the growth potential of the food processing industry looking at the current situation, scope for modernization and the policies and regulations that govern the industry. “The processed food industry in this country is a nascent industry as the country is not consuming processed food. There is a huge constituency of population, almost 70%, which wants quality healthy food at affordable prices. A developed food processing industry will ensure value addition; meet the basic food requirements of a huge mass of people and lead to better socio-economic condition of the millions of farm families”, he said. “We should think in terms of processing food products for exports and then cater to India. When that happens, we will have the scale, the budgeting, the confidence and I think that’s when the food processing industry will go up. The food processing sector is the key link between agriculture and manufacturing and there are many such food categories where India can mass produce. But the challenge is how the government brings in policy reforms to provide a favorable eco-system for doing business,” added Khambatta.

For the price-conscious Indian consumer, product affordability along with product availability is a major concern. The growth of any new sector is driven by affordability. The high prices of organic food and health products are hindering its widespread adoption and there needs to be an increased focus on reducing the price differential between organic and inorganic food products. “Tomorrow’s growth has to happen in an eco-system where you just do not offer products but first provide an affordable product with a solution or a service tagged to the product. That will fuel the next level of growth while simultaneously fulfilling the objective of a happier, healthier and fitter India,”



“Today, with the penetration of Modern Trade and, more importantly, the penetration of online retail, the access paradigm that earlier was driven by the clout of distribution is going to change. And once a billion consumers start gaining access to products, the nature of products available to them will not be driven by the ability to access but by authenticity.”

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MD, Trent Hypermarkets



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“The next decade will be about being responsible with health and consuming with responsibility. Apart from the millennials, there will be a significant section of the population that will be 50 years plus and they will want to stay young and fit.”

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MD & CEO, Marico





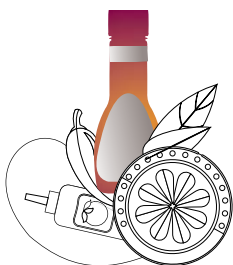
We should think in terms of processing food products for exports and then cater to India. When that happens we will have the scale, the budgeting, the confidence and I think that's when the food processing industry will go up. The food processing sector is the key link between agriculture and manufacturing and there are many such food categories where India can mass produce.

— Piruz Khambatta, CMD, Rasna



With Ayurveda having the solutions for a healthy lifestyle, education is set to be huge player when it comes to the future of food. Sri Sri Tatwa is focused on educating the people so that they not only change their food but also correct their lifestyles.

— Arvind Varchaswi MD, Sri Sri Tattva



believes Saugata Gupta. “Today any solution for health is expensive and there is a need to make the pricing inclusive and affordable. As responsible manufacturers and retailers, we need to provide that eco-system for a person to drive up this purchase,” he pointed out.

Growth comes through innovative ideas

With new players coming up who don't necessarily have to put large infrastructure to create innovative products, it is no more a game of scale but rather a game of skill. Increasingly, new entrants are placing their raison d'être on a core unique set of products that they are creating. While in the past these products would not have had an outlet to reach out to the consumers, the growth of modern retail has changed that. Trent Hypermarkets provides a platform for entrepreneurs to showcase such products and is opening up to players with whom it can co-partner the supply chain. “What happens in MT is that it's got a very rigid and set supply chain that restricts innovation on the shelf; so what we are trying to come up with is a new form of supply chain where we manage the product lifecycle end to end along with the partners,” revealed Jamshed Daboo.

There is little or no innovation happening in food in India that meets the inarticulate needs of consumers or existing market needs. There is a need for new breed of Indian entrepreneurs that are willing to push the boundaries to innovate on Indian food so as to make a huge impact on our palates or in order to launch products abroad. “For long we have been taking samples from abroad and making it in India. That has to stop. I believe there are a lot of Indian products that we can take abroad and sell it as mass products. The challenge is to innovate in the lab with that product to create a balance between taste and health and for that we need to attract the best brains and bright youngsters into the business to find answers to the challenging question of “how to innovate”, said Piruz Khambatta. The sentiment was echoed by Arvind Varchaswi who added that smart innovation and customizing products for younger consumers can cater to the evolving taste buds and

changing consumer preferences. “It's important that the food industry innovate on the foods that were there in the olden days and make them palatable for the consumers of today using technology.

Turmeric can be used as a medicine as well as food. Depending on how to use it, the product can become food or medicine,” said Arvind Varchaswi. “I think the more we delve into what solutions India has to offer with regard to the food industry, we will find solutions to a lot of challenges,” he said.

Product development focused on promoting natural ingredients and formulations; innovation to localize the products' taste profiles with the aim of winning over urban Indian consumers by embracing ayurvedic ingredients; innovating on traditional juices to tap into the expanding consumers' preferences for more of juice drinks over fizzy drinks are some of the innovations that manufacturers are already experimenting with. Understanding the importance of technology, brands have decided to use it extensively to offer insights into the medicinal properties of products and to provide curated content and consultation as well as sell the products on the website. “It's all about having an appetite for risk; if you don't have that appetite, I think you will keep struggling as far as innovation is concerned,” opined Hari Menon of Bigbasket.

Delivering more for less

The way both retail services as well as product services are designed today, it allows for a very thin slice of the population to access to the benefits of modern retail. For catering to a consumer base of one billion people, the manner of retailing should be such that it reaches out to those billion people. So there is need to create retail models for a billion Indians, which has to be totally different from the kind that exists today; where you take the benefits of modern retail but design to cater to segments after segments of our billion consumers. “The new retail models should be differently designed, differently curated, different in terms of language, different in terms of medium and different in terms of expression.” And if we start designing our retail to cater to specific customer segments, we will find that the retail we have is a lot more targeted and a lot more specific to those customers and will allow us to deliver more for less,” said Jamshed Daboo while elucidating on how personalization and designing technology solutions that are appropriate for target audience and can be used by the people who need them the most can increase the percentage of population accessing the benefits of modern retail. “I think the decade in focus will be marked by how food is farmed, created, marketed and consumed to bring a fresh perspective and help food industries capitalize on the seismic market changes to better serve today's discerning customer,” commented Sadashiv Nayak. **PG**



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How to drive retail shelves to higher profitability

In order to capitalize on the trend of rising health consciousness and step up to the challenge of building small categories for emerging products, there is a need to forge a dynamic collaboration between retailers and brands, which will also help to generate solutions for retail profitability.

By Premjit Mohapatra

The landscape of modern trade has been constantly evolving over the last decade. And with the Indian economy on the upswing and poised for future growth, the retail sector has received a fresh impetus. As the Indian society evolves, consumer behavior and spending patterns are shifting with the rise in disposable income. Changing consumer attitudes, increasing product awareness and preference for new products have ensured a demand for more diversity, innovation, better taste, freshness, and healthier options. This has implications for the retailers and brands and they need to strategize better for product development, building new categories and to win consumer confidence.

In a growing market with consumers' evolving spending patterns and emerging trends, all players – FMCG manufacturers or food importers – are looking at what they can do with their business to attract higher footfalls and convince consumers to buy their products. For the retailers, there is the question of space application. At the India Food

Forum 2018, an open house moderated by Kabir Gossain, Customer Director - Modern Trade, Unilever and Uday Varma, Director – Commercial & Marketing, Trent, saw retailers and brands discuss and assess the issues confronting each other, how the emerging trends are impacting the retailer-brand relationship and how to enable better engagement between the stakeholders to meet consumer expectations and drive higher efficiencies and profits.

Today's empowered and articulate consumers have become very serious about food quality and its health aspects. These trends have even been observed, not only in India's metro cities but even in smaller towns like Gorakhpur in eastern UP where modern trade is a recent development. What it indicates is that the trend towards organic, healthy and natural products is getting stronger. "As people are becoming more aware and educated they are moving towards natural products instead of chemical products," said Udit Tekriwal, Founder & Director, Sangam Retails, Gorakhpur.



The growing health consciousness is a trend that is not limited to food only. There is an increasing demand for natural and organic alternatives in personal care as well. There is consumer demand for organic – for shampoos that are sulfate-free; for personal care products that are paraffin-free. This development has also led to the building of new categories and innovation within categories, besides attracting a large number of players. While there is an acknowledgment of the growing expectations and concerns with regard to health and healthy foods, it takes a disproportionate amount of effort and space allocation from a retailer’s perspective to build these very nascent categories.

This challenge of building small categories has prompted a call for collaboration between retailers and brands. An area where retailers and brands are collaborating is in trying to identify the actual concerns faced by customers when buying the products. The focus should be to move beyond just listing the product and take ownership of making the product move from the shelf to the customer. “It is not about the availability or awareness of the product but essentially how well the product cooks. People buy the products but they lack the knowhow for cooking. For example, millets is a healthy and growing product, which when cooked well tastes good and has the potential to trigger consumption,” said Solai Sakthivel, Sr. Vice President – Merchandising, Max Hypermarket (SPAR).

Raghav Gupta, MD, Aussee Oats, one of the recent manufacturers to have entered modern trade, believes in creating a mode of engagement with the customer that goes beyond mere listing. “We put products that are trending and explain the consumers how to consume it. We put QR codes



with recipes showing how to use it and localizing products to the taste buds of consumers. Placing the QR code and letting the customer scan it has worked well in premium retail, where we saw 300-400% growth in those products.” According to Sakthivel of Max Hypermarket (SPAR), “The effort should be to move the product from the shelf to the customer and not just move it from the warehouse to the retailer’s shelf. In this particular space, the entire sampling size, trials, education and promotions to making the customer buy the product should be an area of partnership between the retailers and brands.”

With India is on the cusp of a healthy food revolution, the demand for healthy and fresh food has seen the country rapidly becoming one of the largest consumers of fresh and organic. Today, the Indian consumer is ready to pay a premium for organic and retailers are adjusting their strategy to cater to this demand for fresh, organic and healthy products. Godrej Nature’s Basket changed its strategy and implemented lots of changes in their store layout with a focus on fresh categories by

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Avinash Tripathi
Head - Buying and Merchandising, Godrej Nature's Basket



Kunal Kumar
CEO, Modern Bazaar



Kabir Gossain
Customer Director - Modern Trade, Unilever



Raghav Gupta
MD, Aussee Oats



Uday Varma
Director - Commercial & Marketing, Trent



Solai Sakthivel
Sr. VP - Merchandising, Max Hypermarket (SPAR)

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allocating more space to the fresh area, which saw them move to a fresh net proposition. The change in the overall strategy saw the contribution from fresh categories jump from 30% a year back to 45% to 50% in overall sales today. "We were perceived to be a one stop food store but now we are witnessing a big improvement in customer loyalty with lots of customers coming in to buy fresh products like fruits and vegetables," said Avinash Tripathi, Head - Buying and Merchandising, Godrej Nature's Basket. He drew attention to how increasing the share of fresh produce is a good move, given the potential. "Fresh produce as a category can make a customer visit the stores at least four to six times a month and capitalizing on the health category by increasing the share of fresh produce can result in higher margins and increased turnover in general," he said.

However, fresh food is a fiercely competitive arena and also more complex than ever. Fresh food is perishable, the demand is highly variable, and with lack of efficient supply chains affecting timely replenishment, there is always a problem of having too much or too little fresh food in stock. There are problems of stock planning and there are other risks aplenty and it is an area where the retailers and brands can partner to meet the demands of consumers. Kusum Jhavar, Business Head - Fresh & Chill Division of Cambay Tiger, who is in seafood business, stressed on the prudence factor while stocking. "Fresh food segment has a very low shelf life of hardly four to five days. While continuously striving to innovate and improve our supply chain management so that we can replenish our stocks on time, we maintain a cautious approach in keeping extra stock to prevent wastages."

Stock planning is the biggest issue confronting many FMCG companies. Some categories have very high trials during launch but subsequently those trials die down. Rohit Dogra, Head - Modern Trade, ITC, believes that it is important to keep the end user in mind while listing products or picking on trends and not to get carried away by the euphoria of high trials. On the larger trend of health, which is accelerating rapidly amidst growing consumer acceptance and demand, Dogra underlined the need to be careful when dealing with the categories. "When you put taste into health it doesn't work that much. But if you put a little bit of health in the taste it works, primarily because consumers are more concerned about taste and if they get a healthier option in that, then maybe it works better," observed Dogra.

Harshita Gandhi, Director, Tree of Life, which represents various international food and beverages brands in India, foresees a tremendous growth in every category in the international segment across all channels. "The demand for international food and beverages brand has seen a phenomenal rise. It shows that Indians are shopping beyond what the standard shelves have to offer. While the issues of stock supply and margins will remain always, there is an opportunity to get large modern trade retailers to find space on their shelves so as to allow their consumers to build that growth," said Harshita Gandhi on the scope for brands and retailers to come together as partners. Tree of Life is working closely with retailers like HyperCity and Nuts 'n' Spices in the areas of promotions and visibility sampling, which has been very fruitful. So there is scope for large modern trade to step forward and develop joint business plans with brands and drive home the growth from that perspective.

While there is agreement between manufacturers and retailers to drive the growth of emerging categories, the approach isn't easy. "You can't take the mass approach to an emerging category, the way you approach the bulk of categories. You need to put a different hat on and approach each category separately," said Uday Varma, Director - Commercial & Marketing, Trent. "Creating a category has two parts; one is to identify the right need state and second is to completely change some of the behaviors and habits of people. And that requires additional effort and investment from all stakeholders, because unless you invest now you cannot build a category of future," asserted Dheeraj Arora, VP - MT, E-com and IB, HUL.

The brands, retailers and manufacturers need to cross the bridge of trust in collaboration and build a relationship based on shared responsibility, joint accountability and continued engagement, simply because brands and manufacturers can't live without the support of the retail partners. "While launching a new product or offering, the need of consumers for



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the product is critical; but you also have to take into consideration the need of the retailer. If you have that kind of synergy where you are trying to meet the organizational objectives of both, the chances of success are much higher," said Mayank Shah, Category Head, Parle Products.

"We need some things on a regular basis – the margins and profits have to complement each other. The engagement needs to continue beyond the first couple of months of a new launch because delisting a product isn't fair to either the retailers or the brands," noted Sunil Sanklecha, Managing Partner, Nuts 'n' Spices. "New launches need time to mature and there is no continuity in terms of engagement from the manufacturers. Whenever there is a new launch, the manufacturers come with some sort of visibility or listing plans only for a limited time but there is no long-term perspective," observed G. Koti Reddy, Head – Buying & Merchandising, Ratnadeep Super Market.

One major source of friction between the retailers and manufacturers is how to cut out the long tail of assortments or delist products because shelf space is limited. "While we go all out to list the product and make them successful, we would prefer brand owners to mitigate some of the product risks," pointed out Vallabh Soudagar, Vice President-FMCG, Reliance Retail (Value format). "It's also important to leverage each other's strength. Retailers are sitting on a wealth of data, which the brands can use effectively to launch new brands using the stores as a marketing platform," he added. "There is a need for a joint business plan between the retailer and manufacturer when it comes to taking accountability for assortments, be it an existing product or new product," said Vikas Bansi, Director Sales, Abbott Nutrition Int, India.

So while emerging trends are showing great promise for the future, it should not be at the expense of changing the whole narrative of business between the manufacturers, retailers, and brands. The larger multinationals have woken up to the emerging trends but there is also a need to be a little more balanced about it. The trends, even though registering fabulous numbers, are still small if absolute numbers, absolute rupee value, and percentage quantification of the overall business are considered. "There is a huge core that we need to continue working around because that would be the business between the manufacturer, brand owners, and the retailers. Such collaboration will actually fund the business and ensure that things like stock outs can be pre-empted and can help restrain the manufacturers from going after productivity alone and the retailers after margins alone. But that would happen only if the partnership is working to ensure that the big 90%-95% core business is firing on all cylinders, which will also help to fund the future trends," said Saurabh Saith, Head of Modern Trade - Bev & Foods, PepsiCo, while emphasizing the need for a balanced approach and the need for all stakeholders to work together. **PG**





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Demand-driven innovation in food

Successful businesses stand out because they make innovation a priority and put consumers at the heart of all decision making. How to understand consumers and use their insights in the innovation process?

By Premjit Mohapatra



There is a willingness to try new things and this willingness is also backed by statistics, which shows a jump to 59% in 2017 from 29% in 2012; with two out of three people trying out new products.

The Indian retail industry presents numerous opportunities for creating exciting innovation ahead. There are several macro economic factors that are driving the innovation agenda, but what differentiates 21st century innovation is that it's demand driven and consumer oriented. Some of the key factors driving the innovation agenda are:

Nuclearization: The Indian joint family has given way to nuclear households, which we define as a couple or a single person, with or without children. The proportion of nuclear households has been on the rise during the past two decades. Today, two in three families in India are nuclear and they have more freedom to exercise their choices. Decision makers in nuclear households being young and outgoing base their consumption decisions more on lifestyle considerations and the need to “keep pace” than on the need for functional necessities.

Migration: Migrant population not only adds to the consumer base but it also exposes new migrants to better options. It means the products that were

available at the native place are no more available so they look for alternatives and are also likely to lead to increased acceptance of organized retail spaces.

Digitization: A rising number of consumers in all segments are using the internet as their first port of call in framing and driving their purchase decisions. Earlier consumers were deterred from trying out new products because of the associated risks. Today, with lots of information readily available on digital platforms that help in informed decision making, consumers are more willing to try out new products thus minimizing the risk that is associated with innovation.

With the label of “upgrade” attached to new technology versions, an impression is created in the consumer mind that new is actually better. So there is a positive disposition that is built over new products. That, and the need to stay relevant and not be left behind; to be recognized as a trendsetter has created a significant constituency for new products that the manufactures can leverage for better returns.

NEWISM

“I love trying new things – I am always on lookout for new brands/ products”

- 9 million people ate at a new restaurant
- 7 million people made a new dish at home
- 2 million people tried a new food at restaurant

There is a willingness to try new things and this willingness is also backed by statistics, which shows a jump to 59% in 2017 from 29% in 2012; with two out of three people trying out new products. This spontaneity to try something new in food is driven by smartphones as 17% (1 in 6) of smartphone users use a food app, actively and access food apps at least ten times a month. Millennials are further raising the bar with the food experience with ‘newness’ or the latest ‘in’ place being the most important eating outlet choice driver followed by decor/ ambience; healthy food options; service.



With consumers taking control of the innovation agenda, the question that assumes primacy is, “Is innovation going to drive growth?” There are huge efforts associated with innovation and only if it is incremental then people will invest in innovation. If we look at the statistics of the last couple of years, then the contribution of innovation to respective category growth ranges from 4% to 43%.

In the rapidly evolving retail landscape, consumers’ needs still drive their purchase decisions. Consumers’ actual consumption of goods and services is at the heart of all retailing. So the manufacturer or the retailer has no option but to respond to their evolving needs; and the ones who stay relevant and drive profitable growth are the ones who design a value proposition that differentiates them from the others.

Key learnings from successful innovations

Successful innovation is not formulaic. But there are patterns and behaviors that one can emulate to be successful. Given below are key insights gleaned from successful FMCG companies with high sales and growth figures:

- **Getting the proposition right:** The very first thing is to get your proposition right. If it is healthy food, different strategies need to be employed as opposed to impulse food. For healthy food, identify specific micro needs to stay relevant. Does the food provide a distinct advantage over the current offering? Set expectations cautiously. Highlight the ingredients to drive the healthy aspect. In-between meals and general snacking is the next big white spaces in the domain. For impulse food, highlight more the emotional benefits than the functional and keep the messaging sharp and precise.
- **Help consumers upgrade:** How can we drive premiumization? It is imperative to support premium launches by high distribution. Don’t restrict yourself to your conventional definition of target class.
- **Appeal to the evolving customer palate:** Spot trends before the competition. Be sensitive to evolving tastes and leverage them in offers by responding with bold initiatives.
- **Build credibility via core ingredient:** How differentiated and variety supported is your claim? In food products, ingredients matter. So build that

credibility by highlighting the ingredients and create consumer awareness about them.

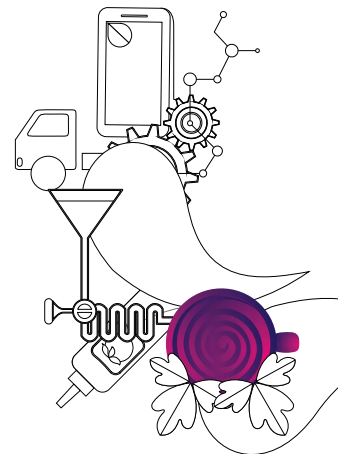
- **Show the process to indicate the taste experience:** Foods products are about experience as well. Premium products actually differentiate themselves purely on superior experiences. Assess and understand the improvements that consumers are looking for and build it into your communication.
- **Chota recharge:** Is our innovation incremental or cannibalistic? Small packs are becoming increasingly popular because of shrinking households. So a successful innovation identifies an unmet need and positions the pack accordingly to meet their specific requirement.
- **Narrowcasting to address relevance:** Are we in the right market? Despite low average distribution, local companies manage to generate high revenues by focusing on specific regions. Local companies are following regional strategies when it comes to launching their innovation. As a result, they are customizing their offers to reach relevant stores.
- **Distribution is a force multiplier:** Are we reaching the relevant stores more efficiently? Distribution is directly linked to sales. In fact, double the distribution, double the sales. A successful innovator keeps building the distribution and ensures that the product is available in more stores.

Consumers today are becoming more and more comfortable and loyal with Modern Trade. Across categories, either Modern Trade is preferred to traditional trade or it’s at par with it. “MT is becoming very popular, so embrace the consumer, constantly strive to understand their evolving needs and keep them at the heart of the brand making strategy,” says Manoj Kulkarni, Executive Director, Innovation Practice Leader, Nielsen, on the evolving shopper behavior with regards to modern and traditional trade. **PG**



Consumer demands are evolving, retail landscape is changing, and media landscape is changing. Don’t just leverage that change, make it your friend and use it to innovate.

— **Manoj Kulkarni**
Executive Director,
Innovation Practice
Leader, Nielsen



How much innovation contributes to category growth?	
FOOD ITEMS	NON FOODS ITEMS
Biscuit: 27%	Skin Creams: 21%
Confectionery: 43%	Toothpaste: 8%
Salty Snacks: 14%	Hair Oils: 61%
Non Refined Oils: 29%	Washing Powder Liquid: 4%
Refined Oils: 17%	Pesticides: 5%



Emerging Trends in Health Food Products

An update on emerging trends in health, organic, ayurvedic and ready to eat categories with consumer insights on how the above categories are evolving based on an in-depth analysis of buying behavior of more than five lakh customers of Bigbasket.

By Premjit Mohapatra

CATEGORY TRENDS FOR CSD, JUICES & NO SUGAR ADDED JUICES (JAN. 2016 TO DEC. 2016)

- **Carbonated Soft Drinks:** Household de-growth (-12 %). Stagnant consumption.
- **Conventional Juices:** Household growth (100%). Stagnant consumption.
- **Juices & No sugar added Juices:** Household growth buying “no sugar added” juices (704%). Consumption grew by 50%.

In the ready to eat snacks category, there is no discernible trend in favor of ready to cook/ eat products as the number of households entering this category is very small. The three key points to consider are that organic surely is growing in terms of the number of households buying such products online. Health conscious products and health conscious food alternatives are growing and customers are moving towards these healthy products on each of the categories, whether it's snacks or juices. On the other hand, convenience-based products, which are ready to eat/ cook, are showing sluggish growth.

Today, good health and wellness mindset has permeated all aspects of everyday life – from eating organic foods to using natural cleaning products to ending the day with meditation. Food is fundamental to consumers' definitions of health, what we eat is inextricably intertwined with healthy living. Now more than ever, people are looking for health benefits in their food choices. As consumers become more discerning about what they eat and more are willing to pay for better-quality foods or for special diets, the shift towards natural products has gathered speed with the appetite for organic, healthy food emerging as one of the pre-eminent trends.

At the India Food Forum, Seshu Kumar, National Merchandising Head, Bigbasket, made a presentation that uncovered some interesting insights about the emerging trends and consumer buying behaviors reshaping today's and tomorrow's food sector. The presentation highlighted how the health,

THREE CATEGORIES OF ORGANIC FOODS

Organic staples: Constituting rice, pulses, spices, dry fruits, etc, it is the largest group in the organic category. The organic staples category has grown the fastest in the last year with about one lakh households buying organic staples.

Organic fruits & vegetables: The category is also growing with a base of about 90,000 households.

Organic processed foods: The organic processed category base is pretty small and hasn't grown much in the last year.

Another marked trend, according to the survey, is the growing health consciousness of consumers. This trend is actively playing out in drinks and beverages where carbonated soft drinks as a category is de-growing. The conventional juices are growing along with the overall customer base while 100% juices or the no sugar added juices category is growing the fastest. There is an upward trend for high fruit pulp concentrates. But 100% juices and cold pressed juices are growing faster compared to the overall category of juice. An analysis of the health consciousness trend as a whole reveals there is positive shift towards diet products with significant growth in households buying weight control and green tea products at 100% and 80% respectively. Ayurvedic products have a small base but there is a very strong base of households buying ayurvedic products, which is rapidly growing. "Health consciousness as a trend is actually growing and there is a stronger trend towards all healthier products and de-growth in categories which are perceived to be unhealthy," said Seshu Kumar. "This is something we see online on a very large base of six lakh customers and each of these categories have 15,000 to 1 lakh customers," he added.



“Organics as a category is a trend that is catching on. Over a period of time as the number of diets in this category increases, the number of products sold in this category and the number of product categories that are sold will grow much larger.”

— Seshu Kumar
National Merchandising
Head, Bigbasket

organic, ayurvedic and RTE (ready to eat) categories are evolving, with insights gleaned from an in-depth analysis of the details of buying behavior of more than five lakh customers of Bigbasket.

Big Basket has six million plus digital customers and about four million of its customers are responsible for 16 million visits every month. More than 85% customers are retained once they do their first three orders. Customers buy around 2.5 or three times a month. The number of households that transacted in December 2017 was about 6 million, which is a strong sample size to predict trends moving forward. A survey of Bigbasket consumers revealed that almost 70% of the customer base comprises families and 80% of the customers belong to the age bracket of 25-50 years. These are characteristics that are similar to Modern Trade consumers.

According to the Bigbasket survey, there are clear trends in favor of organic foods. The findings of the survey reveal that consumption of organic foods has grown by 25% in the last year. In the organic foods category as a whole, the number of households buying organic products and the number of households that consume organic products on a monthly basis have grown. "Organics as a category is a trend that is catching on. Over a period of time as the number of diets in this category increases, the number of products sold in this category and the number of product categories that are sold will grow much larger," said Seshu Kumar as he pointed out the current consumer trend and the scope for product development and innovations that address specific consumer needs in the organic food category. **PG**



The Dawn of Digital Offline

How technology is driving a transformation in consumer buying habits and expectations, why grocery retailers have to pay attention to it, and how it is beneficial for producers and consumers.

By June Banerjee



“
By making it easy to set up the nuances of a distribution chain and that too with enhanced efficiency, digital offline platforms have high functionality in the aspects of scale, reach, efficiency and affordability.”

— Amit Sharma
Co-founder & CEO,
SHOPX

The business of food and grocery is under fire. Its overstored landscape is undergoing a fundamental reshaping with large national chains sparking up a supermarket price war and Amazon expanding into the grocery space. The whole food industry — from production and distribution to retail interfaces and shopping experience — is at a major turning point.

Against this background, millennials have become one the largest living and spending generations today. Growing up in the digital age, they are now dominating online. For them, shopping for groceries in a physical store is more of a challenge. They are moving away from doing weekly shops to a grab-and-go model, have empty fridges and are actively embracing the so-called “restaurant renaissance”. In addition, they want everything instantly: from access to fresh food and locally sourced products, to packaged meals, take-outs and on-demand delivery services.

With more than half of the globe becoming digitized by the second half of last year, the need to keep abreast with evolving technologies is growing by leaps and bounds. Ushering in a wave of change in consumer behavior and the way sales and marketing strategies are crafted, digitization has been crucial in the development of newer ways to get businesses leverage the technological boom. As Anil Sharma, CEO & Co-Founder, ShopX was quick to note at India Food Forum 2018, digitization is now a “part of the future of food distribution and retail.”

Sharma’s observation came during the course of his enlightening talk on the concept of “digital offline”, and its growing significance to retail at a time when fast-evolving technologies are making inroads in every sphere of commerce. It is therefore not surprising that food retail’s tryst with technology is throwing up an exciting array of innovations, enabling the industry to keep pace with the growing demand of millennial consumers and their ever evolving tastes and preferences.

If stats are anything to go by, e-commerce and modern trade are slowly making progress in the country and, on the other hand, 12 million mom

and pop stores are operating to meet the demands of consumers even as there exists substantial scope for both channels to really grow to their full potential. Digital offline cashes in on this very area of demand and by leveraging technology it helps to empower the distribution chain as a whole. Alongside, it is also revolutionizing the scope for creating and integrating brand platforms over the cloud. The technology underpinning digital offline is driving digitization of value chains and enabling brands to reach out to consumers in a better fashion.

Some of the trade obstacles in the way of setting up one’s own distribution chain that can be easily overcome by jumping the bandwagon of digital offline include: • Complexity • Cost • Time to market • Risk

As a specialist in the digital offline realm, ShopX aims at reaching out to retailers and brands alike with a vision to integrate them within the same online platform so that they can step into the future together. “By making it easy to set up the nuances of a distribution chain and that too with enhanced efficiency, digital offline platforms have high functionality in the aspects of scale, reach, efficiency and affordability,” pointed out Sharma.

Some of the benefits of gearing up for the future by embracing digital offline are:

- Minimizing the risk factors
- Keeping brand reputation up to the standards
- Reduction of cost to market
- Saving on valuable time
- Aggregating hard-to-reach FMCG outlets

Highlighting the features of ShopX as one of the trusted digital offline platforms by the likes of retail marketing bigwigs Metro, Wal-Mart, and Marico, Sharma also shared some of the key features of the platform as are briefly touched upon below:

- Offering the entire range of your products to a vast array of retailers through digital infrastructure
- Managing communication between distributors and retailers including everyone involved in the distribution chain
- Sending samples to retailers
- One-to-one communication of schemes to retailers
- Tracking and managing payments and transactions
- Visual merchandising, BTL, feet on street marketing
- Digital marketing

With the emerging growth of digital platforms catering to the needs of an increasingly digitized era, new digital offline strategizing for retail seems to be the promise of the future. Setting up a cloud-based distribution chain through digital offline platforms like ShopX looks like a fascinating future ahead. **PG**

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Sri Sri Tattva to scale up its products' reach across India

The partnership with Bigbasket will allow Sri Sri Tattva to make its wide range of Ayurvedic and natural products available to a broader swathe of the population besides also sensitizing the uninitiated consumers to the health benefits of cleaner, natural, organic and better-for-you products.

One of the major highlights at India Food Forum 2018 was the partnership struck between Sri Sri Tattva and Bigbasket. As one of India's leading health and wellness FMCG firm, Sri Sri Tattva has forged a comprehensive strategic partnership with Bigbasket – India's largest online supermarket – to strengthen its online presence. The partnership will allow Sri Sri Tattva to leverage the online major's robust delivery network for reaching out with its products to customers across India with unprecedented precision and effectiveness. With a presence in 26 cities across the country, Bigbasket's online store covers the whole gamut of grocery products across various categories: fresh fruits and vegetables, grocery and staples, beverages, bakery and dairy, branded foods, personal care and home care and household products.

With the alliance in place, Sri Sri Tattva will make its wide range of Ayurvedic and natural products available to a broader swathe of the population besides also sensitizing the uninitiated consumers to the health benefits of cleaner, natural, organic and better-for-you products. According to Arvind Varchaswi, Managing Director, Sri Sri Tattva, and Group Advisor - International Affairs, AYUSH Advisory Group: "Food consumption is undergoing a change and getting more personalized. There is a need for education about food and on what is good for you and when it is good for you."

As part of the partnership, Sri Sri Tattva will make available over 120 of its front-runner products to the growing customer base of Bigbasket. These include 44 products in the personal care range consisting of six sub categories and 82 products in



“

We have earned the trust of our customers through our products with excellent quality and purity. We are positive in inspiring the modern world towards healthy and happy living through our consistent innovation in food and Ayurveda.

— Arvind Varchaswi
MD, Sri Sri Tattva



the food range consisting of eight sub categories. Sri Sri Tattva will also add to its existing range of groceries and staples, including organics in the new financial, thus enhancing the premium offerings in this space from the portal. Customers can look forward to the multiple offerings through an exclusive page of Sri Sri Tattva on Bigbasket.com.

Speaking of the partnership, Tej Katpitia, CEO, Sri Sri Tattva said: “We are delighted to take this partnership forward and cater to the evolving needs of discerning customers nationally in the health and wellness space. We are sure that with Bigbasket’s efficient and on-time deliveries, Sri Sri Tattva’s quality offerings will reach maximum households across the nation.” Sharing his thoughts about the alliance, Hari Menon, CEO, Bigbasket said: “Our partnership with Sri Sri Tattva is a great way to cater to our health-conscious consumers. With their focus on producing high quality products and with consumers now getting more and more health oriented, this partnership is a win-win”

As an Ayurveda & FMCG brand, Sri Sri Tattva – founded under the inspiration of Gurudev Sri Sri Ravi Shankar – promotes health and wellness and has a portfolio of over 350 products across multiple categories including Ayurveda medicines, supplements, food products, personal care products,

→ SRI SRI TATTVA LAUNCHES A RANGE OF COOKING PRODUCTS AT INDIA FOOD FORUM 2018

At India Food Forum 2018, Sri Sri Tattva introduced and showcased a comprehensive range of cooking products – cow’s pure ghee, organic virgin cold pressed coconut oil, whole wheat atta, basmati rice, 100 per cent natural honey, brown sugar, rock salt, a range of masalas and spices along with a range of staples and pickles. The brand, synonymous with quality and purity, is ready to come onto Indian kitchen shelves with multiple high-quality offerings to contribute to wholesome cooking, pure taste and traditional flavors. Meanwhile, a high standard of safety, health and hygiene maintained throughout the production processes, keeps the purity of the ingredients intact, allowing customers to eat healthy while relishing the taste of Indian spices.

Indian cooking essentials and spices are scientifically proven to possess unique and rare medicinal properties and are also an integral part of Ayurveda. It is learnt, these valuable medicinal attributes often are lost during their processing. Sri Sri Tattva through its advanced R&D and methodologies has ensured to retain the original beneficial properties of the ingredients and also keep them free from chemicals and artificial preservatives, hence pure and natural. “Our kitchen products are being made available to our valuable customers through all traditional and modern channels across the market as well as online through our website, mobile App and leading e-commerce players. These will also be available soon in the Sri Sri Tattva Marts and Home & Health franchise stores opening shortly across the country,” said Tej Katpitia, CEO, Sri Sri Tattva, expressing his thoughts on the upcoming journey of the brand.



home care and cleaning products as well as incense and fragrances for home and personal use. The company was established by committed individuals with nearly four decades of experience and it has under its wings a college of Ayurvedic Science and Research, a state-of-the-art hospital, inspired doctors and therapists, Panchakarma wellness centers, spas and clinics, manufacturing facilities and widely growing franchise and retail presence. With a 360 degree holistic approach to health and wellness, Sri Sri Tattva’s operations run on the cutting edge of technology with stringent control systems in place.

Going ahead, the brand has plans to open 1,000 new stores in India and also launch its products in 30 new countries with a focus on the Latin America region, including Brazil and Argentina. Speaking on Sri Sri Tattva’s vision, Varchaswi said: “We have earned the trust of our customers through our products with excellent quality and purity. We are positive in inspiring the modern world towards healthy and happy living through our consistent innovation in food and Ayurveda.” Thanks to its stringent focus on providing the best of safe, effective, high quality and responsible products, Sri Sri Tattva has been able to continuously support and grow its loyal base of customers over the years. **PG**



“
We are delighted to take this partnership forward. We are sure that with Bigbasket’s efficient deliveries, Sri Sri Tattva’s quality offerings will reach maximum households across the nation.

— Tej Katpitia
CEO, Sri Sri Tattva

EXHIBITORS



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TATVA



CONCURRENT SHOWS





Live Kitchen/Drinks Theatre



CONCURRENT SHOWS



APPLIANCE PARTNERS



FOOD SOLUTIONS PARTNERS



Hindustan Unilever's Knorr Live Kitchen Session by Chef Tushar Malkani



Kejrival Bee Care Live Kitchen Session by Chef Jerson



Sri Sri Tattva Live Kitchen Session by Chef Bhairav Singh



Sri Sri Tattva Live Kitchen Session by Chef Geetha Sridhar



Tata Sampann Live Kitchen Session by Chef Altamsh Patel



Seafood From Norway Live Kitchen Session by Chef Sabyasachi Gorai



Nestlé's Kissan Live Kitchen Session by Chef Vijendra



Washington Apple Live Kitchen Session by Chef Varun Inamdar



Manama Mixology Session by Mixologist Nupur Joshi

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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

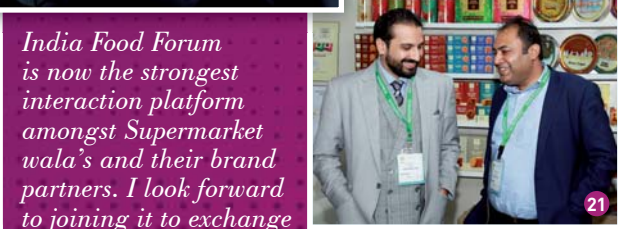
*Deliverables are subject to submission of inputs/ confirmations/ approvals/ additional charges wherever applicable by specific dates/ deadlines as communicated to members. Deliverables are subject to change without notice.

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F.I.R.S.T. Connect



1. Keyur Bhatia (TJUK), Amitabh Taneja (Chairman Images), Kajal Bhatia (Founder at KAJAL BHATIA Health & Eighty20 Foods) with SK Maratha
2. Rakesh Sachdeva (Partner-Luxury Gourmet) with delegates
3. Chef Harpal Singh Sokhi with delegates
4. UKTI B2B Meeting with delegates
5. Harshita Gandhi (Director Tree of Life) with delegates
6. Sanjay Jain (Dugar Overseas) with Oliver Mirza (MD-Dr.Oetker)
7. Kamal Agarwal, (MD, Sri Shandar Snacks) with Kiran Gali (Founder CEO NumberMall)
8. Sunil Kumar (Head Retail Sales - Kejrival Bee Care India) with delegates
9. Manoj Gupta (CEO AFP MANUFACTURING , Bala (Heritage Dairy) with Koti Reddy(Head - Buying and Merchandising Ratnadeep Super market)
10. UKTI Delegation with Delegates
11. Arvind Varchaswi (MD-Sri Sri Tattva), Samir Kuckreja with Amitabh Taneja(Chairman-Images Group)
12. Prakash Kejrival (MD Kejrival Bee Care India), Amit Dhanuka, Chief Executive Officer, Kejrival Bee Care India
13. Raghav Gupta (MD-Aussie Oats) with delegates
14. Rupali Ambegaonkar (Founder CEO Tea Culture) with delegates
15. Subhprada Nishtala (Director Food Adroit Hon Secretary- AFST) with delegates
16. Rahul Gohel (S. Narendrakumar & Co. EVEREST SPICES) with delegates
17. Madhavi Das (Chief Management Services Officer-FSSAI) with Rakesh Sachdeva (Partner-Luxury Gourmet)
18. Amit Lohani (MD MAX FOOD and Convenor at Forum of Indian Food Importers), Samir Kuckreja (Tasanaya Hospitality Pvt. Ltd. with delegates)
19. Shivam Gupta, Director, WestCoast Group, with delegates
20. Rahul singh (Beer Cafe) with Kiran sharma (UKTI)
21. Shaishav Mittal (CEO, Lovely Bake Studio) with Puneet Gupta (BD Agro)
22. Puneet Gupta (MD-Lcomps), Gaurav Gambhir (MD-Shubh Foods) with Amit Lohani (MD-MAX Foods & Convenor FIFI)
23. Ajay Macaden, Executive Director, Nielsen India, with delegates
24. Tej Katpittia (CEO-Sri Sri Tattva) with delegates
25. Number Mall Team with delegates

India Food Forum is now the strongest interaction platform amongst Supermarket wala's and their brand partners. I look forward to joining it to exchange strategy notes and points of view with industry leaders.

*– Damodar Mall
CEO, Grocery Retail,
Reliance Retail*





B.2.B *Meetings*

**THE FRESHEST
IDEAS, CONCEPTS
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INDIA'S BOOMING
CONSUMER
INDUSTRY**



TOP HONOURS FOR THE CRÈME DE LA CRÈME OF INDIA'S FOOD RETAIL

The 11th Edition of India Food Forum once again shone the spotlight on the most outstanding and creative achievers in food retail, the most progressive, exciting and game-changing food retailing and restaurant categories, and the most innovative food start-ups in the country. Three sets of awards were presented on January 18, 2018 on Day 2 of India Food Forum 2018. The three categories of awards were: Coca-Cola Golden Spoon Awards 2018 powered by Dukes – Images Awards for Excellence in Food and Grocery Retail; IMAGES Food Service Awards; and IMAGES Food Startups and Innovation Awards.

Recognized as India's most prestigious honour for food and food service retailers, the Awards are presented to brands, personalities and concepts for exceptional initiative, outstanding/focussed performance, setting efficiency benchmarks, innovation, and broader impact to industry. The selection process for the Awards involved inviting entries from the nation's leading food service and food & grocery retailers across multiple categories.

Awardees were selected by an eminent jury that comprised some of the most eminent names in the food industry. Jury members analysed key performance metrics such as growth in top line sales and retail presence, sales per square foot, same store sale growth, average transaction values and profitability and other key benchmarks. The Jury also studied the impact of IT application, innovation, marketing, supplier relations and employee practices.



COCA-COLA GOLDEN SPOON AWARDS 2018



IMAGES Most Admired Food & Grocery Retailer of the year:
Large Format



Awardee: **Big Bazaar**

Received by: **Kamaldeep Singh**, Head-Group Food Business and **Dhiraj Kumar** - Sr Manager, Processed Food

Presented by: **Rajneesh Mahajan**, MD & CEO-Inorbit Mall

Nominees: HyperCity | SPAR | Spencer's Hyper

IMAGES Most Admired Food & Grocery Retailer of the year:
Neighborhood Convenience Store



Awardee: **Easyday**

Received by: **Kamaldeep Singh**, Head-Group Food Business, and **Dhiraj Kumar**, Sr Manager, Processed Food

Presented by: **Sunil Shroff**, CEO - Viviana Mall

Nominees: 24 SEVEN | Spencer's



IMAGES Most Admired Food & Grocery Retailer of the year:
Speciality Store



Awardee: **Nuts & Spices**

Received by: **Sunil Sanklecha**, Founder, Nuts n Spices

Presented by: **Rajendra Kalkar**, President Phoenix Mills Limited West

Nominees: Cambay Tiger Seafood Mart | Nut Lounge | Q Mart



IMAGES Most Admired Category Performer of the Year



Awardees:

Saif Kohari, Category Manager, Processed Food, Savories & Confectionery and **Nitin Bhujbale**, Category Manager, Beverages, Trent Hypermarket

Received by: **Saif Kohari**

Presented by: **Mukesh Kumar**, Senior VP, Infiniti Mall

Nominees: **Dhram Chaturvedi**, Spencer's | **Dr. Dnyaneshwar Namdev Phadtare**, HyperCity | **Maneesh Dumbre**, HyperCity | **Mrigank Saraf**, Spencer's | **Rajiv Kumar**, Spencer's | **Saurabh Maheshwari**, Spencer's





IMAGES Most Admired Food & Grocery Retailer of the year:
Human Resource Policies & Initiatives



Big store. Big savings.

Awardee: HyperCity

Received by: **Yogesh Bisht**, Vice President, Human Resources

Presented by: **Ekta Narain**, Deputy General Manager, Sales, Dukes

Nominees: SPAR | Spencer's

IMAGES Most Admired Retailer of the Year:
**Technology Implementation in Store Operations & Loyalty Programs
in association with GS1 India**



Awardee: SPAR - 3D virtual show room, Self-assist, and Self-checkout

Presented by: **S.Swaminathan**, Head Industry Engagement, GS1 India

Nominees: Chai Point | Future Group - Future Pay App
| TFS - QA app and Food @ Gate app



IMAGES Excellence Award: **Regional Chain**



Awardee: Modern Bazaar

Received by: **Kunaal Kumar**, CEO & MD, Modern Bazaar

Presented by: **Ajay Macaden**, Executive Director, Nielsen India Pvt Ltd

IMAGES Excellence Award: **Regional Chain**



Awardee: Ratnadeep Supermarket

Received by: **G Koti Reddy**, Head- Buying & Merchandising,
Ratnadeep Supermarkets

Presented by: **Ajay Macaden**, Executive Director, Nielsen India Pvt Ltd





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IMAGES FOOD SERVICE AWARDS 2018



IMAGES Most Admired Foodservice Chain of The Year:
QSR Indian Origin



Awardee: Wow! Momo - Wow Formats

Received by: **Sagar Daryani**, Co-Founder, CEO at Wow! Momo

Presented by: **Nitin Nagrale**, President, HPMF

Nominees: Burger Singh | Chai Point | Haldiram | Jumbo King Vada Pav

IMAGES Most Admired Foodservice Chain of the year:
Cafes & Juice Bars



Awardee: Starbucks

Presented by: **Prashant Gauriraju**, Timla and **Gaurav Pandey**, HUL

Nominees: The Artful Baker | The Thick Shake Factory



IMAGES Most Admired Foodservice Chain of The Year:
Ice Cream & Dessert Parlours



Awardee: The Chocolate Room

Received by: **Chaitanya Kumar**, Co-Founder, CMD, The Chocolate Room

Presented by: **Himanshu Khanna**, National Sales Manager, POS Solutions

Nominees: Baskin Robbins | Natural Ice Cream | Kabhi-B Bakery & Patisserie | Smoor Chocolates



IMAGES Most Admired Foodservice Chain of The Year: **Pubs & Bars**



Awardee: The Beer Café

Received by: **Rahul Singh**, Founder & CEO, The Beer Café

Presented by: **Keyur Bhatia**, TJUK

Nominees: British Brewing Company | Social | The Irish House





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IMAGES Most Admired Food Court of The Year:

Presented by: Sanjay Arora and Ujjwal Sinha, Sri Sri Tattva



NORTH
foodquest
...The Food Court

Awardee: Food Quest, Elante Chandigarh

Received by: Punit Gupta, Director, Ayaan Foods

EAST
Q COURT
...The Food Court

Awardee: Q Court, Quest Mall, Kolkata



WEST
PHOENIX
 MARKETCITY

Awardee: Phoenix Marketcity, Pune

SOUTH

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Awardee: GVK One, Hyderabad

Received by: Gerald Mathew, Head - Marketing, GVK ONE Mall, Hyderabad



Nominees: Food Boulevard, Kolkata | Foodbox, V R Mall, Bangaluru | Inorbit, Vashi | My Square, Select CityWalk, New Delhi | Viviana Mall, Thane | VR Mall, Surat

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IMAGES Most Admired Foodservice Chain of The Year: **Dine - In**



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CHIMNEY

Awardee: Copper Chimney (Fine Dine in)

Received by: **Shikha Nath**, Brand & Culinary Director, Mridul Aggarwal, Marketing Manager

Presented by: **Harshita Gandhi**, Tree of Life and **Adam Branson** from USDA



Awardee: Paradise (Casual Dine in)

Received by: **Gautam Gupta**, CEO, Paradise

Nominees: Bercos (Casual Dine in) | Bombay Brasserie (Casual Dine in) | Dindigul Thalappakatti (Casual Dine in) | Punjab Grill (Casual Dine in) | Sankalp (Casual Dine in) | Social | Street Foods by Punjab Grill (Casual Dine in) | The Golden Dragon (Fine Dine in)



IMAGES Most Admired Foodservice Chain of The Year: **One Specific Outlet**

RESTAURANT
A Reverie
BY HANDESH A. SICHARA
D.O.A.

Awardee: A Reverie

Received by: **Virendra Singh**, Operator & Co-owner, A Reverie

Presented by: **Saurabh Khosla**, Unilever Food Solutions & **Dr. B.N Dixit**, Director Department of Consumer Affairs

Nominees: Q 33 | Serafina | The Coffee Bean and Tea Leaf | The Irish House, Delhi T3

Images Excellence Award for Outstanding Growth



Awardee: Burger King

Received by: **Nandita Markandan**, AVP, Marketing, Burger King India Pvt. Ltd., **Hasan Basha**, Market Manager, West Operations, Burger King India Pvt. Ltd.

Presented by: **Dr. Prabhod Halde**, Convenor, India Food Startups and Innovation



IMAGES Most Admired Food Service Group of The Year

IMPRESARIO
handmade restaurants

Awardee: Impresario Entertainment & Hospitality

Presented by: **Sanjeev Rao**, Director Sales & Business Development – Raymond Global and **Rakesh Sachdeva**, Luxury Gourmet

Nominees: K Hospitality | Lite Bite Foods



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Received by: **Himanshu Taneja**, Executive Chef, The St. Regis, Hotel, Mumbai

Presented by: **Amit Lohani**, Convenor FIFI and **Dheeraj Dhama**, MRK Foods



Received by: **Vikrant Batra**, MD, Café Delhi Heights, CaféRestaurant, Delhi

Presented by: **Amit Lohani**, Convenor, FIFI; **Gunjan Jain**, MD, VKC Nuts; **Niraj Murarka**, MD, Maple Leaf Distributions



Received by: **Chef-cum-Partner Shefali Gandhi**, and **Aziz Lalani**, Co-owner, KOI - Asia Dining, Asian Restaurant, Goa

Presented by: **Amit Lohani**, Convenor, FIFI; **Sanjay Bajoria**, MD, Bajoria Foods Pvt. Ltd. & **Kanish Gupta**, Supreme Enterprises



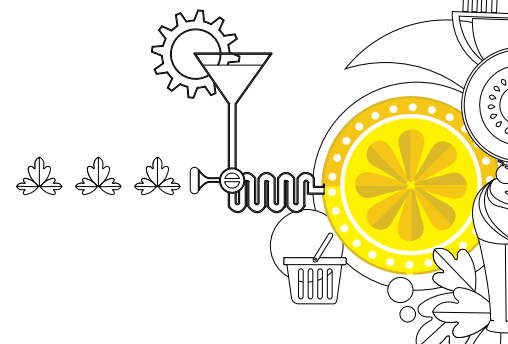
Received by: **Dinesh Kumar**, MD, Brown Tree, F&G Store, Chennai

Presented by: **Amit Lohani**, Convenor, FIFI and **Puneet Gupta**, Director, L-Comps & Impex Pvt. Ltd.



Received by: **Shabeer Ali**, Executive Director, Loyal World, F&G Store, Bangalore; **Gibran Ahmed**, ED, Loyal World Market and **Muhammed Madathil**, MD, Loyal World Group

Presented by: **Amit Lohani**, Convenor FIFI; **Sanatan Shukla**, Embassy of Chile; **Raju Jiandani**, Star n Foods



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PRESENTATION BASED AWARDS

Presented by: BS Nagesh, Founder, Trrain; Pankaj Karna, MD, Maple Capital Advisors; Samir Kuckreja, Founder & CEO, Tasanaya Hospitality



IMAGES Most Admired Brand Retailer Partnership of The Year



Awardee: Star Bazaar & Ferrero

Received by: Saif Kohari, Category Manager - Ready and Instant Foods, Trent Hypermarket

Haresh Subramanian, Head - Trade & Marketing, Trent Hypermarket



1st Runners-up:
Big Basket & Ayush

Received by: Lipsa Das,
National Account Manager,
MT, HUL



2nd Runners-up:
Spencer's & Kissan

Received by: Team HUL &
Team Spencer's



Nominees: Big Bazaar & Mondelez | Big Bazaar & Cleanmate | Reliance Retail & Knorr | Reliance Retail & Tropicana
Reliance & Kurkure | Star Bazaar & Matic Liquid

IMAGES Most Admired Food Innovation of the Year: Ingredients, Products & Prozesse



Awardee: Future Consumer - Desi Atta

Received by: Shridhar Taparia, Brand Chief, Desi Atta, FCL



Runner-up: HUL - Knorr Croutons

Received by: Sahib Singh, Key Account Manager, MT, HUL and Lipsa Das, National Account Manager, MT, HUL

Nominees: Cornitos - Healthy Snacks | Future Consumer - Kosh Oats + Wheat Atta | Honey Chew - Stick Jaws
| Komal Exotic Spices - Technologically Advanced Spices | Shubh Food - Tadka Blast



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PRESENTATION BASED AWARDS

Presented by: BS Nagesh, Founder, Trrain; Pankaj Karna, MD, Maple Capital Advisors; Samir Kuckreja, Founder & CEO, Tasanaya Hospitality



IMAGES Most Admired Food Innovation of The Year:
Retail Offering, Formats & Services



Awardee: Wow! Momo - Wow Formats

Received by: Sagar Daryani, Co-Founder, CEO, Wow! Momo & Team



Runner-up: HyperCity - India's First Self-Checkout Store
Received by: Yakeen Gazi, Sr VP - Information Technology



Nominees: Kanhai Foods - HUB 'N' SPOKE | SPAR – Instore Customer Experience | TFS - Rail Dhaba

IMAGES Most Admired Marketing & Promotion Campaign of The Year



Awardee: HUL - Kissan Engagement Platform
Received by: Arshia Khanna, Brand Manager, HUL



1st Runners-up:
HUL - Knorr Confused Bhook

Received by: Sahib Singh, Key Account Manager, MT, HUL & Team



2nd Runners-up:
Travel Food Services- Indonesian Food Festival

Received by: Gaurav Dewan, Chief Operating Officer & Business Head, Travel Food Services



Nominees: PepsiCo - Doritos & Lays Maxx Bike promotion | HyperCity | HUL - Knorr Confused Bhook | McDonald's | SPAR | Travel Food Services-Indonesian Food Festival | Niligiris Christmas Campaign | The Irish House



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PRESENTATION BASED AWARDS

IMAGES Food Start Ups & Innovation Awards

Presented by: **Amandeep Lohan**, Category Leader and Head Launchpad - Amazon



Received by: **Deepak Sabharwal**, Co-founder & CEO; **Narinder Sondhi**, Co-founder & Mentor; **HC Yadav**, Mentor Farmer & Co-founder



NumberMall

Received by: **Kiran Gali**, Founder & CEO NumberMall; **Naren Reddy**, Co-founder & CTO NumberMall



Received by: **Satish Chamy Velumani**, Founder & CEO, Owl Tech; **Rahul Kaul**, Marketing Manager, Owl Tech



Received by: **Mallika Muralidhar**, Co Founder & MD, Delcis Foods; **Muralidhar Kadambi**, MD, Delcis Foods



Received by: **Yeshwanth Nag Mocherla**, Director, The ThickShake Factory

Nominees:

Pling | Munchons | Juju | Inner Being | Wellness | 4700Bc Popcorn | Y Cook | Iplansys | Popicorn | The Pancake Story | Tpot | Lovely Bake Studio

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The trump card in the retailer's profitability toolkit

To cater to customers' clamour for 'value for money' products, retailers are using private labels for introducing lower price point ranges for a slew of products thereby channeling traffic away from national brands towards their private labels.

By Sandeep Puri, Anam Qamar, and Shalki Goel

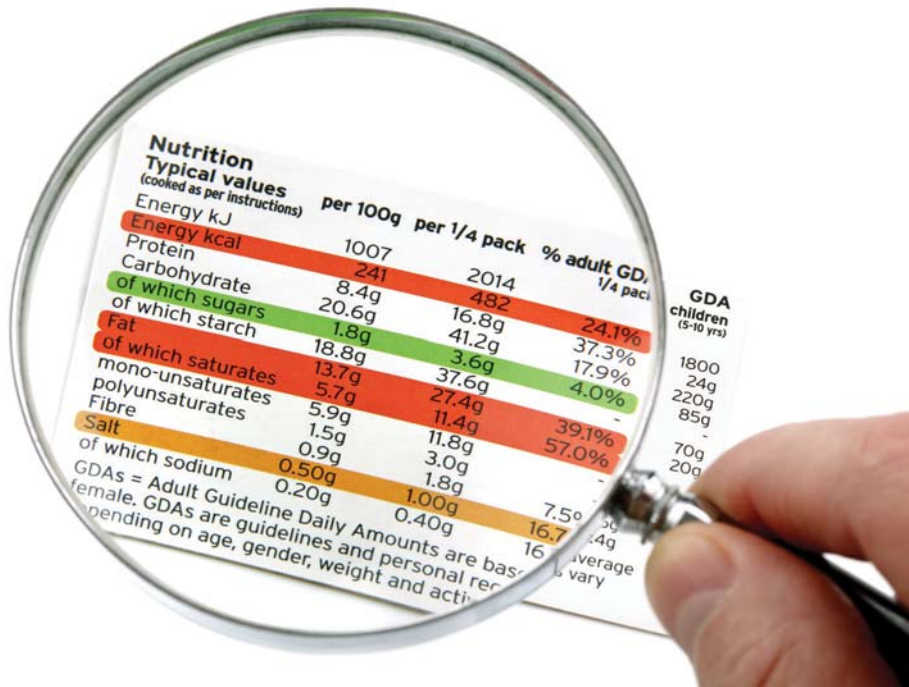
A look at the analysis of product preferences reveals that most customers opt for national brands when buying electronics, luxury, sanitary and cosmetics goods, but go with private labels when it comes to food and miscellaneous items.

Priate labels are increasingly becoming the weapon of choice among retailers in their battle for customer loyalty and control of distribution channels. Retailers are enhancing their private label portfolio to increase margins and provide greater differentiation to their customers. Lincoln and Thomassen (2008) define private label as 'brands owned and sold by the retailer and distributed by the retailer.' Hyman and colleagues (2010) suggest that over 50 per cent of the manufacturers of national brands also make private-label brands to use their excess manufacturing capacity efficiently, while Goldsmith and colleagues (2010) say that 70 per cent of national-brand manufacturers compete with copies of their brands in the market. Each private-label brand is sold at only one particular retailer and often under the retail chain name or under a different brand name created by the retailer, making it impossible to directly

connect to the original manufacturer. According to Vroegrijk, Gijsbrechts, and Campo (2016), private labels are specifically aimed at protecting the bottom of the market against hard discounters.

In the United States, private labels reported sales of around \$125 billion with a share of approximately 18 per cent in FNG Sales 2016. Research also indicates that more than 65 per cent of US households consider private labels a good substitute to national brands. Of Walmart's total sales, 20–25 per cent is from its private labels, with 40 per cent coming from private labels in the food and beverage category. Walmart has increased its private label team to drive sales, innovation, price, and quality as it considers private labels to be among the five key areas for future growth. In a similar vein, private labels for Aldi and Lidl, the German retailers, accounted for around 70 per cent of the company's sales, which again is proof of the growing acceptance of private labels.





Leading online retailer, Amazon, too, has a significant portfolio of private labels. The company's Echo speakers account for more than 40 per cent of online speaker sales among top 10 brands in the United States. In India, Amazon's private labels such as AmazonBasics, Solimo, Myx and Symbol constitute around 5,000 stock-keeping units (SKUs) to its portfolio of 100-million-plus products. The company is preparing to unveil a range of private label products that will take its total tally to 100,000 SKUs. Anticipating great benefits from private labels, Amazon plans to invest around \$500 million in the food-retailing segment in India. Online grocery retailers such as Bigbasket and Grofers have also received similar FDI proposals. The Indian online food-and-grocery market is estimated to be around \$600 million. It is growing at a compound annual growth rate of more than 70 per cent and is expected to reach \$5 billion by 2020.

Growth drivers for private labels

Indian customers have started accepting private labels because of improvements in quality, implementation of high food-safety standards, international look and feel, customized packaging created after customer feedback and the credibility of the retailer. Even as FMCG companies banked on modern retail to drive future growth, private labels owned by retailers such as Bharti Retail, Future Group and Aditya Birla Retail outsold several national brands in the home-care and packaged-food categories as customers picked the best bargain in testing economic conditions. The primary reasons for the growth of private labels in the food and grocery sector are as follows:

- Private labels offer customers convenience.
- Consumers now accept private labels.
- The quality perception of private labels has improved because of minimal differences with national brands across many categories.

- The cost price of private labels is competitive vis-à-vis national brands.
- Trust and loyalty to private labels have increased, driven by everyday value.
- Private labels have low marketing costs and offer higher profit margins for retailers.
- The availability of private labels is better as retailers control the entire supply chain.
- Retailers support their private labels with large in-house marketing activities. Also, retailers give prime locations to their private labels and use banners and pop-ups in online retail.
- Use of predictive analytics helps retailers understand changes in consumer behaviour, which helps them develop and launch new categories of private labels.
- Indian retailers launch private labels customised to regional tastes and offer variants that national brands are unlikely to or cannot create.

Prospects of private labels in India

Higher disposable incomes have led to shoppers experimenting with taste and requirements. Perceptions around grocery shopping have changed, and consumers no longer view it as a chore but consider it a pleasurable experience. In the food and apparel segment, private labels are gaining acceptance with customers and growing rapidly. Customers who purchase private labels regularly become loyal to the brand as well as the retailer.

The private-label business in India is still in its nascent stage and accounts for less than 10 per cent of organized retailing. That the number of

In the food and apparel segment, private labels are gaining acceptance with customers and growing rapidly. Customers who purchase private labels regularly become loyal to the brand as well as the retailer.



Some researchers believe private labels sales will touch around 20 per cent of total organized retail in India by 2025. The growth of private labels in India and China seems promising, according to a Rabobank report, which estimates the share to be around 28 per cent by 2030.

private label brands offered by major retailers such as the Aditya Birla Group, Bharti Retail, Future Group, Reliance, Spencer's, etc., across various categories (e.g., food and grocery, health and beauty, electronics, apparel, footwear) and online single-brand retailing in furniture, grocery, apparels and fashion accessories have increased is proof of acceptance among Indian consumers. Anticipating massive growth and aiming for its private labels to account for 70 per cent of products sold in its retail chains such as Big Bazaar, the Future Group's consumer packaged goods unit has planned the fortnightly introduction of a new private label. Some researchers believe private labels sales will touch around 20 per cent of total organized retail in India by 2025. The growth of private labels in India and China seems promising, according to a Rabobank report, which estimates the share to be around 28 per cent by 2030.



However, over-reliance on private labels may lead to consumer boredom because of a perceived lack of choices in retail stores. Many retailers, such as the UK-based retail chain Sainsbury, have suffered because of it. When the retail chain tried to sell too many private labels, customers did not find regular brands at its stores, and as a result, sales dropped. Product categories like food and grocery, which may be bought on a daily basis and are of good quality, can draw a premium price from the consumers at the higher end who are not very sensitive to price as compared to the quality. As in international markets, private labels can take up as much as 50 per cent of the shelf space in Indian retail stores, the point at which saturation may occur. If retailers were to increase space for private labels, customers are likely to feel the retailer doesn't stock enough brands or have many choices on offer.



A look at the analysis of product preferences reveals that most customers opt for national brands when buying electronics, luxury, sanitary and cosmetics goods, but go with private labels when it comes to food and miscellaneous items. Customers who choose private labels do so only after suggestions from those close to them or because the offer is better versus a national brand, whereas those who do not prefer private labels are those not happy with the quality. Customers opt for a particular product primarily based on price and then on quality and availability.

Conclusion

Retailers need to manage and market their private labels carefully to improve their competitive edge. The traditional definition of a private label is evolving, and retailers are increasingly strengthening their private label portfolios. Private labels have managed to enter the mind space of customers, especially in the food and apparel segments, where growth has been rapid and phenomenal. Although, for most private labels, consumers' buying decision is influenced by the brand, perception, purchase intent, marketing and demographics, when it comes to private-label food products, price is the overriding factor followed by attitude and past purchasing experience. This suggests retailers should persist with their pricing strategy and keep the price of their private label brands lower than national brands. As perceived quality is also an important influencer, retailers should increase the quality of private label brands. Word of mouth and brand-related activities are also big influencers, so retailers should use marketing communication and marketing activities to illustrate and promote private label brands. To penetrate the market, retailers should emphasize on the price-quality aspect and drive the point to consumers that their good quality private-label products come at cheaper prices. To draw in consumers, they should give and distribute free samples of private label brands or promote them through buy-one-get-one offers. Retailers should ensure that the packaging of their private label brands is different from that of national brands. **PG**



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Exotic Destinations

Globally sourced fruits and vegetables turn heads, delight taste buds and drive traffic in produce.

By **Jennifer Strailey**



Spiny, hairy, gnarled and deceptively delicious, some of today's hottest exotic produce is providing new opportunities for grocers to appeal to increasingly adventurous consumers who will buy once they try.

Consider rambutan. Specialty produce experts around the country have identified this Southeast Asian sweet treat as a top trend, despite its wiry, sea urchin-like appearance.

At the family-owned and -operated Penn Dutch Food Center, in Margate, Fla., Produce Manager Harshad Patel has created unprecedented demand for the unusual-looking fruit, along with a host of other specialty produce items, through regular sampling, customer education and attractive pricing.

"A lot of people are unfamiliar with rambutan," he acknowledges. "It looks kind of ugly and hairy

from the outside, but once you open it and give customers a taste, they love it. We personally ripen our rambutan and give customers a sample." Penn Dutch hosts demos of the fruit, when in season, on Saturdays at peak shopping hours between noon and 3 p.m.

"Rambutan is typically priced at \$3.99 a pound, but we offer a 5-pound box for \$16 and we sell them left and right," enthuses Patel, who estimates that the grocer's sales of rambutan are as much as triple what they were a few years ago.

Availability is also helping to fuel demand. "Our fastest-growing exotic fruit has clearly been the rambutan," asserts Marc Holbik, of Miami-based Ecoripe Tropicals. "Five years ago, Central American growers were just beginning to harvest commercial volumes, and the U.S. market had yet to receive fresh rambutan of good quality on consistent and marketable volumes. Now, during the May-to-November season, we have fresh arrivals of GlobalGap-certified fruit six days per week from Guatemala."

In his six years with Penn Dutch, Patel has cultivated a loyal customer base looking for exotic produce, from fresh turmeric to Indian bitter melon. "I built a full section of Indian produce in the store, and we sell things like Indian okra for 10 cents cheaper per pound than the local Indian markets," he says.

Patel, who emigrated from India to the United States 30 years ago, shares his vast produce knowledge with staff and customers alike, including the health benefits of a juice made from Indian bitter melon, and the many uses of fresh turmeric.

India has a rich tradition of using roots and other produce for medicinal purposes, beauty aids, digestive health, and more. Patel's enthusiasm for, and expertise in, these time-honored methods proves popular on the store floor.

Revered for its many health properties, fresh turmeric has become such a hot commodity at Penn Dutch that Patel receives calls each week from customers willing to drive a considerable distance to purchase the root.

“Turmeric is pretty expensive at \$4 a pound,” he says. “Customers will spend between \$10 to \$12 on fresh turmeric — that’s a lot of business in produce.”

Large displays at the front of the store are also critical to growing produce sales, according to Patel. In mid-March, when there were fewer peak-of-season offerings, Penn Dutch wowed customers with a powerful papaya display that grabbed shoppers’ attention upon entering the store.

“We typically sell \$200 to \$300 in papaya a week,” says Patel, although last month, the store sold \$1,400 worth of the fruit. He advises produce managers to be sure to order papaya with color. “People don’t want to buy green papaya and wait three or four days for it to ripen.”

Going Coconuts

In December, Austin, Texas-based Whole Foods Market named coconut as a top food trend in 2017. Several months earlier, Robert Schueller, director of public relations at Melissa’s Produce, predicted the coconut craze during a media presentation at the Produce Marketing Association Fresh Summit, in Orlando, Fla.

Indeed, coconut product sales are up across the board for Los Angeles-based Melissa’s, which has seen a sales uptick of almost 20 percent this year.

“Quick Crack Coconuts that are pre-scored are our most popular coconut product,” notes Schueller. Demand for sweet young coconuts that produce coconut water are also on the rise.

To feed the trend, Melissa’s newest products include Coconut Hearts and Coconut Slices. The company is also launching a new Fresh Coconut from Vietnam. The coconut comes with a sticker that surrounds the fruit’s “soft eye” and bears the instructions “insert straw here.” It comes with a sturdy straw that easily pierces the fruit, making the enjoyment of fresh coconut water convenient and cool.

Dragon Fruit on Fire

“It’s probably the most artistically beautiful fruit around. Every retailer wants to carry dragon fruit,” asserts Schueller, who reports that Melissa’s sales of the fruit from the United States, Vietnam, Nicaragua, Mexico and Israel are up 16 percent over last year.

Indeed, suppliers from coast to coast are proclaiming dragon fruit one of the most sought-after exotic specialties in produce.

Karen Caplan, president and CEO of Los Alamitos, Calif.-based Frieda’s Specialty Produce, affirms that dragon fruit, along with jackfruit, young coconut, rambutan and turmeric, comprise the company’s five top-selling exotic produce items.

→ **LOCALLY GROWN GLOBAL**

As “local” remains one of the strongest selling points in produce, it’s not surprising that consumers are looking for more exotic fare grown closer to home.



“What we see the highest demand for is our South Florida-grown tropical line,” reveals Jessie Capote, of Miami-based J&C Tropicals. “People don’t always associate South Florida with produce, but we’ve been farming here for 52 years.”

Green-skin avocados, dragon fruit, boniato (a type of sweet potato), malanga blanca and mangos are all tropical produce cultivated in the Sunshine State. J&C recently added to its list taro root, which hadn’t been commercially grown in Florida in more than 30 years.

Further, J&C is about to harvest this year’s malanga blanca crop, which will be sold exclusively by Walmart stores in South Florida as a locally grown product.

“We also have seen increasing demand for our Florida-grown exotics, such as dragon fruit, sapodilla and carambola,” notes Marc Holbik, of Ecoripe Tropicals, also in Miami.

American exotic
Boniato, a type of sweet potato, is grown in South Florida.



YEAR OF THE RAMBUTAN
Sales of rambutan have surged at Penn Dutch Food Center.

But it’s pitaya (the Spanish word for dragon fruit) from Israel about which Caplan is particularly excited. Just last year, the USDA permitted the importation of pitaya from Israel. “We are very fortunate to work with the top pitaya breeder in the world, and his varieties all have fantastic flavor,” notes Caplan.

“The Asian dragon fruit we’re familiar with is not known for having a distinctive flavor, so the introduction of the pitaya has been a real plus for consumers,” she adds. One potential challenge, notes Caplan, is that some pitaya varieties from Israel are shaped differently from the Vietnamese fruit. Frieda’s has created additional signage and POS to educate consumers accordingly.

American-grown dragon fruit is also on the rise. “Dragon fruit is coming up fast. There are close to 1,200 acres of dragon fruit in Florida, and



LOCO FOR COCONUTS

Melissa's Fresh Coconuts offer an easy-to-pierce top.

that acreage will increase,” predicts Jessie Capote, principal/EVP of J&C Tropicals, in Miami.

Not only is dragon fruit a fanciful sight and fun to eat, it's also packed with enticing health benefits. “It's a superfood — up there with kale and berries,” asserts Capote, whose company recently completed a study of Florida-grown dragon fruit with Florida International University, in Miami.

The study found that Florida-grown dragon fruit contains high levels of antioxidants and vitamin C, among other benefits. Capote anticipates the study's release in the next couple of months.



JACK BE NIMBLE
A sought-after meat substitute, jackfruit has seen its sales rise.

Jazzed About Jackfruit

With sales up about 20 percent over last year, jackfruit also makes Melissa's list of top-trending exotic produce for 2017. Schueller attributes the sales increase to the year-round availability of the fruit and its popularity with vegans and vegetarians who use it as a substitute for pulled pork.

Within the jackfruit category, Schueller says the demand for smaller fruit (between 8 and 16 pounds) is particularly high. Jackfruit can grow to enormous proportions — up to 100 pounds. Melissa's imports its jackfruit from Mexico.

Jackfruit also tops Caplan's trend list. “First of all, these top-selling items all have the commonality of being popular with Asian shoppers,” she notes. “They are also listed on almost every trend list for the last



few years. And finally, when supplies increase, the price comes down and we see more consumers have access to these products as all grocers begin to stock them.”

Kiwi of a Different Color

While green kiwifruit may seem more mainstream than exotic these days, education and sampling remain key to driving sales in this category, particularly when it comes to yellow-fleshed kiwifruit.

“We are very excited about the growth of the kiwifruit category,” asserts Sarah Deaton, of Zespri International, the Mount Maunganui, New Zealand-based exclusive exporter of New Zealand kiwifruit, with U.S. offices in Newport Beach, Calif. “It's grown 9 percent from 2015 to 2016, and kiwifruit dollar sales outpaced total fruit by nearly 5 points,” she adds.

Zespri's SunGold Kiwifruit is yellow-fleshed and has a sweeter taste than green kiwifruit. Some describe the taste as a cross between a strawberry and mango.

Packaging its SunGold smooth-skinned kiwifruit in clamshells and pouches that feature an image of the cut fruit has proved highly successful. “Kiwifruit is on trend and surpassing total fruit sales, and a lot of that growth is coming from SunGold,” affirms Deaton.

Zespri is ready to collaborate with retailers this kiwifruit season, which lasts from May to November. “We are developing marketing programs with retailers and encourage them to reach out to our market development managers to arrange in-store sampling, create custom POS and help spread the word about SunGold kiwifruit,” says Deaton.

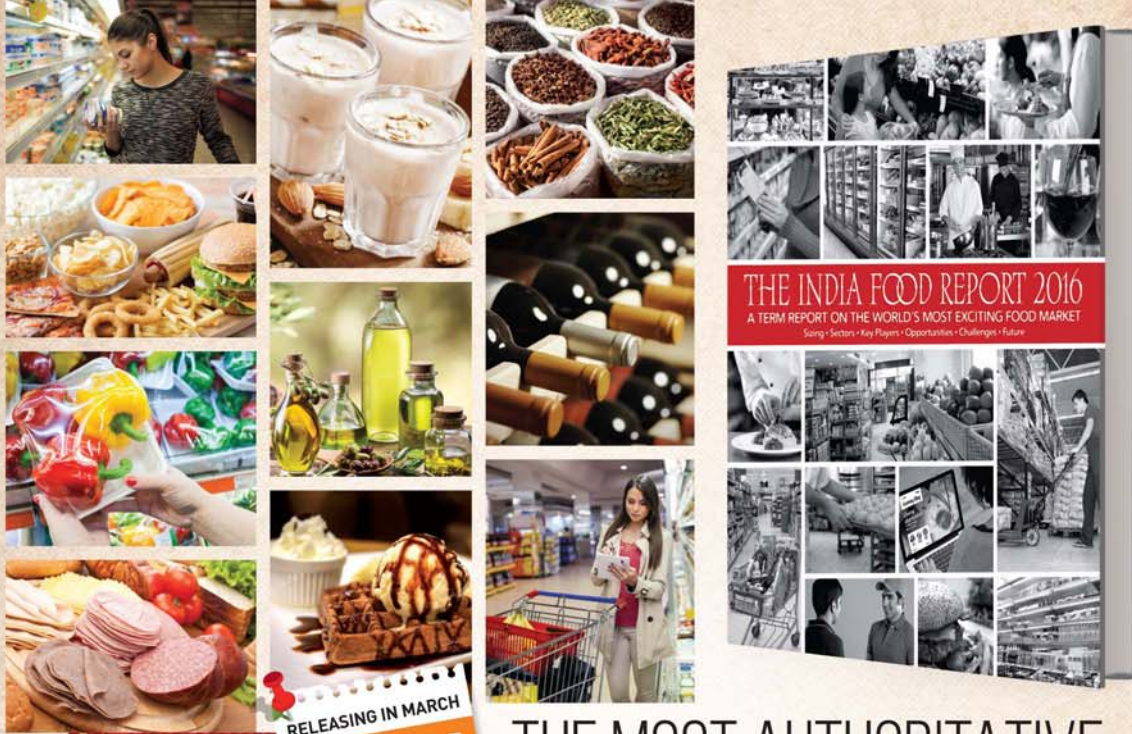
“Putting kiwifruit on ad is also helpful,” she continues. “People do read circulars, while in-store demos help people taste this new variety and give retailers the opportunity to show customers how to eat them. A lot of people still think you need to peel a kiwi. We're trying to teach consumers the cut-and-scoop method.”

Also, because the outward appearance of a SunGold Kiwifruit is more like that of a potato than a piece of fruit, showing customers the luscious and colorful inside of the fruit is critical. Deaton recommends putting the fruit in the fresh-cut section to familiarize shoppers with this new offering.

Zespri will offer double the volume of SunGold kiwifruit from last year. **PG**

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Safeguarding *the Supply Chain*

New technology and retail-focused audits are among the latest tools for executives to manage the ongoing food safety journey.

By **Jenny McTaggart**



PALM READER
Many retailers
are moving from
paper to the
cloud to comply
with regulatory
requirements.

It's 10 p.m., and the U.S. Food and Drug Administration is knocking on your supermarket's sliding glass doors. Do you know where your cucumbers are from?

This may sound reminiscent of the public service announcements that started playing on TV back in the late 1960s, urging parents to keep track of their children's whereabouts. Nowadays, however, it's a realistic what-if scenario that's keeping many food industry executives up at night as they grapple with deadlines and regulations tied to the Food Safety Modernization Act (FSMA), while also dealing with an ever-growing number of product recalls that have extended beyond fresh produce and meat to include areas like pet food and even the frozen section.

Food safety is now easily one of the chief supply chain concerns for the top brass at supermarket

companies, as evidenced most recently by an uptick in attendance at industry food safety trade shows and seminars. At this year's Food Marketing Institute (FMI) Midwinter conference — an annual gathering of CEOs from retail and manufacturing companies — food safety was top of mind, according to Diane Cerle, chief marketing officer at Salt Lake City-based Park City Group.

“Food safety used to not be a huge topic of conversation, but over the last couple of years, it has been,” she says. During FMI Midwinter, a representative from Associated Wholesale Grocers, also based in Salt Lake City, spoke about the wholesaler's experience using services from ReposiTrak, a subsidiary of Park City Group that provides a track-and-trace solution, along with document management.

Meanwhile, at the Global Food Safety conference, hosted by the Global Food Safety Initiative (GFSI) in Houston earlier this year, a record-breaking crowd of 1,500 traveled from all across the globe to discuss the industry's most pertinent issues.

LeAnn Chuboff, senior technical director for FMI's Safe Quality Food (SQF) Institute, who attended the conference, says that she was particularly impressed with the CEO panel, which featured Danny Wegman of Rochester, N.Y.-based Wegmans Food Markets, among others. “It was outstanding,” she notes. “They were talking about the continuous building of food safety programs, and how to get your workforce more engaged.”

Indeed, CEOs are more concerned than ever before with the security of the grocery supply chain, and for good reason. Not only do they have FSMA regulations to contend with, but they're also dealing with safety concerns — not to mention potential liability — involving a larger array of produce and other fresh product from around the world, as well

→ CRACKING THE CODE

Food retailers now have a new tool in place to help them become more proactive in their food safety efforts. The Safe Quality Food (SQF) Institute at Arlington, Va.-based Food Marketing Institute has just launched a farm-to-fork code specifically for retailers, which will allow them to earn “gold standard” certification in food safety.

Under the new retail/wholesale grocery code, which is part of SQF’s edition 8 code, auditors will be looking at things like storage, handling and proper hygiene, according to LeAnn Chuboff, senior technical director at SQF. “What’s nice about the retail code is that it’s not just looking at the store,” she notes. “The emphasis is on management commitment. So we’re looking at corporate policies and procedures, and how that trickles down to the store level.”

As of early March, SQF already had retailers lined up to try the new program.



Chuboff says that all of SQF’s programs are now better designed to be preventive rather than reactive. “We’re trying to get away from that checklist mentality of an audit,” she explains. “Rather, let’s look at the company’s organizational commitment to food safety.”

When she trains SQF auditors, Chuboff reminds them that when you go into a facility, “that’s that facility’s best day.

They know you’re coming.”

In fact, Chuboff finds that unannounced audits are the most successful way to ensure that corporate leadership is fully committed to food safety. “We decided to instill a mandatory unannounced-audit requirement, in which one out of every three audits would be unannounced,” she notes. “What we found is that the scores didn’t really change much, but management commitment changed: the perception [of] having to be prepared 24/7, 365 days a year. ... That perception, and

the pride it causes people to take in their facility, is really something else.”

Other new programs at SQF include an ethical sourcing code that looks at social and environmental responsibility, as well as a gluten-free program that’s allied with the Allergen Control Group (ACG) certification program. Meanwhile, the company is working on developing a foodservice code with the National Restaurant Association.

Coming up in November, the 2017 SQF International Conference will be held in Dallas Nov. 7-9. “We’re currently looking for speakers who want to talk about the additions in the SQF code, so that we can provide solutions for the people who attend,” says Chuboff.

At the end of the day, “food safety is a journey,” she concludes. “With food safety, there’s no destination. Just because you’ve finished an audit, you’re not done. Just because you have that certificate, you’re still not done. It’s a continuous-improvement journey.”

as the unique sanitary considerations of foodservice operations; a growing register of suppliers from the United States and abroad to keep track of; and smarter, more demanding consumers who will likely bring the need for supply chain transparency full circle in the not-too-distant future, thanks to the power of technology that allows anyone to access information at any time.

“You really have to be on top of your game today,” observes Michael Ambrosio, VP of quality assurance at Keasbey, N.J.-based Wakefern Food Corp. “Regardless of what type of systems you have in place, it’s more about validating the accuracy of that information. Somebody could say a product is certified ... but by who, and how do you validate that? It gets really intense.

“You have to have a good infrastructure in place, you have to have good people working for you, and you have to pay so much more attention,” he adds.

On the Track

Companies like ReposiTrak have been a major source of help as retailers sift through the regulations and aim to up their food safety game to stay on top of recalls.

ReposiTrak, which has an exclusive endorsement from FMI, has been tracing products through the

supply chain for 20 years, but the company added an automated document management system more recently, when FSMA legislation was still in the preliminary stages.

ReposiTrak’s solution has been particularly helpful to the growing number of retailers that are involved in acquisitions, notes Cerclé. “Their legacy systems can’t be merged easily, so their documentation had been very manual,” she points out. “Our system helps not only automate the collection of these documents, but it also keeps them current. It’s all exception-based reporting, and it sends out alerts. Our technology can even read inside the documents to guard against fraud and misrepresentation, which helps save dollars and resources associated with human review.”

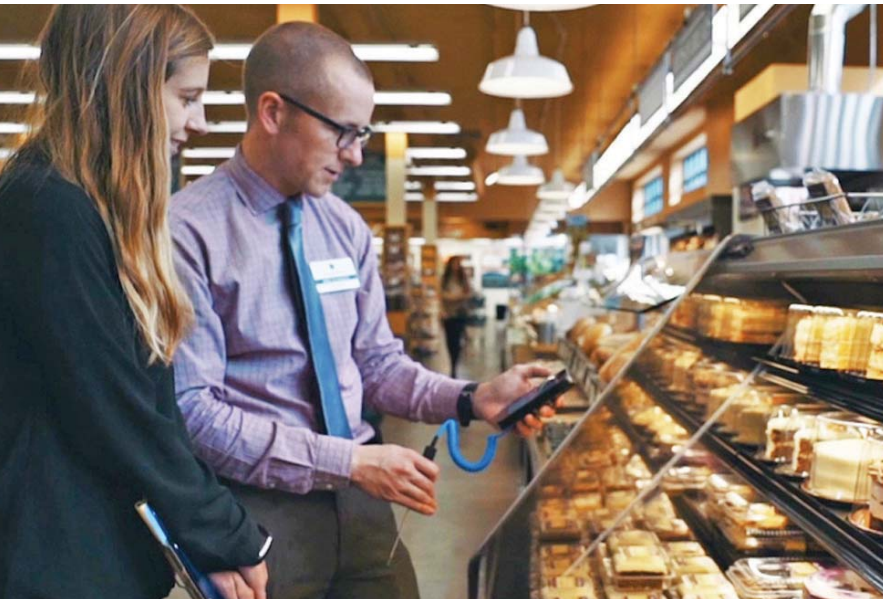
For now, document management is taking center stage, but Cerclé predicts that once FSMA compliance is fully underway, a focus on track-and-trace will come back.

Another company that’s heavily involved in traceability and FSMA compliance is Durham, N.C.-based FoodLogiQ. The company grew out of a consulting project between its parent company, Clarkston Consulting, and the Canadian government to develop a strategy for tracking cattle after the outbreak of mad cow disease in 2003. After



We specifically work with grocers to manage their suppliers and track products across their supply chains, from grower to distribution center to retail locations.

— Dean Wiltse
FoodLogiQ



SAFETY CHECK
An employee of Lunds & Byerlys uses ParTech's hand-held device to measure the temperature of fresh bakery items.

the food industry was hit again with spinach- and jalapeño pepper-related E. coli outbreaks in 2006, FoodLogiQ was born to meet the need to help keep the food supply chain safer.

“We specifically work with grocers to manage their suppliers and track products across their supply chains, from grower to distribution center to retail locations,” explains Dean Wiltse, CEO of FoodLogiQ. “Food retailers use FoodLogiQ Connect to build an online supplier community, onboard their suppliers all at once, and stay on top of supplier audits, assessments and documentation. They also use our platform to manage quality incidents, report them directly to their suppliers or distributors, and recoup the cost of stock withdrawals. And with our lot-level traceability visualization tool, they can see exactly where product is at all times, especially when it matters most — during a recall or investigation.”

‘Responsibly Grown’

One retailer client of FoodLogiQ that has been particularly proactive in monitoring its vendors’ supply chains is Austin, Texas-based Whole Foods Market, according to Wiltse.

“In 2012, we began working with Whole Foods, their growers and other experts on the Responsibly Grown program, which launched publicly in 2014,” he notes. “With this program, prospective suppliers seek approval by entering data about their products, supply chain and certifications into the Whole Foods supplier portal, using FoodLogiQ’s platform. Once approved, the system surveys its suppliers on Whole Foods’ standards around growing practices,

pesticide use and waste management, among other things, and then qualifies them for the listing of Responsibly Grown. Whole Foods stores, in turn, print identifying labels with the designation and place them on floor signage by the products.”

New Hartford, N.Y.-based ParTech Inc. is another technology provider that’s helping retailers enhance their food safety. Minneapolis-based Lund Food Holdings began using ParTech’s SureCheck Advantage technology a little more than a year ago to support the food safety program in all of its Lunds & Byerlys stores throughout the Twin Cities area.

The difference that the technology has made for the retailer has been indisputable, according to Chris Gindorff, senior manager of quality assurance and food safety at Lund Food Holdings. “ParTech’s SureCheck technology has allowed us to truly focus on our many compliance areas,” he says. “It has given us the ability to review our food safety programs at an extremely granular level. It offers us flexibility to measure and review whatever we choose, while providing cost savings in both labor and materials. And the best part is that it’s so simple to use.”

The company has since installed and used SureCheck technology in almost every component of its retail locations and operations. “We employ the technology in asset protection to assist in keeping our operations safe, in operations maintenance to aid in monitoring equipment performance, and, of course, in food safety and quality to help meet or exceed regulatory compliance,” notes Gindorff. “This provides us with greater confidence that we provide fresh and safe products for our customers every day.”

In addition, Lunds & Byerlys recently installed ParTech devices in one of its manufacturing facilities and plans to introduce more into a second facility, he observes.

Having such crucial information available at retailers’ fingertips is certainly coming in handy, just in case FDA comes knocking. Further, looking to the future, this type of technology will likely prove invaluable if consumers keep demanding more information about the products on supermarket shelves.

Notes Park City Group’s Cerle: “In a world where you can see everything on your phone and track virtually anything anywhere, I think consumers are going to eventually demand to see that path in the supply chain. That will force retailers and wholesalers — all participants in the supply chain, really — to deliver that transparency.” **PG**

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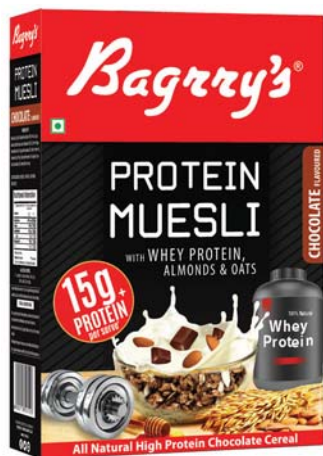
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what's next

► Protein muesli with added whey protein

Bagrry's – a leading breakfast cereal & health foods brand – has innovated with India's first whey protein breakfast cereal. The brand has now launched Bagrry's Protein Muesli - Chocolate, which is made from the finest imported whey protein, Californian almonds, British oats and natural cocoa. With over 15 gm of protein per serve with all essential amino acids, it is high in fibre and contains nothing artificial. Bagrry's Protein Muesli – Chocolate packs a powerful punch and tastes great with skimmed milk, Greek yoghurt or simply as a snack. The product is available at leading retail stores and e-commerce channels for only Rs. 399 for a 500 gm pack.



▲ New range of healthy trail mixes

Gourmia has launched a range of trail mixes combining premium roasted nuts, seeds, and dried fruits in various blends leading to choices of health, taste and indulgence. On offer are Gourmia's Exotic Mix, Energy Mix, Club Mix and Fruity Mix. Exotic Mix has Macadamias, which is one of the food sources containing palmitoleic acid, a monosaturated fatty acid that helps improve fat metabolism. The Club Mix has pecan nuts, which has a presence of Vitamin E, a powerful antioxidant that protects against cell damage. Energy Mix comes with hazelnuts that aids the production of red blood cells and supports brain function. Fruity Mix is a sweet treat of multiple fruits and berries.

▼ A peppery twist to cashew nuts

With research suggesting the immense benefits of cashew nuts, Cornitos, the popular and flagship snack brand of Greendot Health Foods Pvt. Ltd, is offering the superfood in its tastiest form. Now you can munch on roasted premium cashew in crack pepper flavor and pep up your active lifestyle. Available in 30 gm and 200 gm packs, the crack pepper cashews have the flavor of freshly ground pepper and the lemony aroma of parsley. These cashew nuts are processed through a unique roasting technology that helps retain its maximum crunch and tang. With a zingy, savory taste and benefits of essential minerals like magnesium, manganese, copper and zinc, the roasted premium cashews in crack pepper flavor is a health flavor combo. Since one ounce of premium roasted cashews crack pepper has about



172 calories, they provide flavorsome goodness and a good gush of energy that is indispensable for a modern day lifestyle. The 30 gm pack is priced at Rs. 50 and a gift pack of six pouches comes for Rs. 300. The product is available at all retail outlets across India.



▲ Yummylicious snack-based breakfast cereals

Kwaliti, from the House of Pagariya Food Products Pvt. Ltd, has introduced center-filled cream-based snacks in two exciting flavors – chocolate and strawberry. Choco Delight has choco filling and is a yummylicious snack-based breakfast cereal, which is good to have with milk and as a snack. The strawberry flavored Berry Delight is center-filled with strawberry and can be had with milk and as a snack. The products come in pack sizes of 10 gm for Rs. 5, 20 gm for Rs 10, 75 gm for Rs. 49 and also in a 250 gm box for Rs 199. Pagariya Food Products has over 55 products in its portfolio and is the second-largest cereal maker in India with exports to more than 20 countries.



▲ **Baked beans and red jalapeños**

Neo Foods Pvt. Ltd. has recently added baked beans and red jalapeños to its existing range. Baked beans are made in “thick tomato sauce” and it comes in a 200 gm and 450 gm easy to open can. The 200 gm can is apt for regular use and is priced at Rs. 55, while the 450 gm pack is available for Rs.110. Red jalapeños in a 210 gm glass jar is also now part of the Neo Pickled Vegetable range. You can enjoy the red jalapeños by adding it to stew, soups, sandwiches, burgers, salads, pizza, dips, etc. At Rs.150, it is a steal. Both products are available at all leading retail outlets and online portals.

► **Veg mayonnaise for coleslaw preparation**

Dr. Oetker FunFoods Professional has introduced an addition to its HoReCa range of mayonnaise with the launch of a new variant ‘Veg Mayonnaise for Coleslaw’. The new mayonnaise is a thick emulsion and an ideal binder for vegetables to create coleslaw. Veg Mayonnaise for Coleslaw will act as a perfect binder as it has high holding time which helps in moisture retention for upto 8 hours. This ensures freshness of ingredients which is a must for an ideal coleslaw preparation. As per HoReCa requirements, the product has a sweeter note and is also heat and bake stable. The existing range of Dr. Oetker FunFoods Professional includes over 150 products, which are currently used by leading QSRs, restaurants, cafés, and local eateries across the country. The professional range emphasizes the customer’s preferences, and believes in innovating to delight them. This recent addition is another innovation to the versatile product range.



▲ **Exciting new hot beverages**

Hamdard Laboratories’ flagship brand RoohAfza has launched two new exciting hot beverages – Rooh Mocha and RoohAfza Badam Milk – in partnership with Barista Coffee Company. The two new hot beverages offer a completely new sensorial experience, creating a surprising unexpected twist. The coffee fusion drink Rooh Mocha brilliantly blends espresso made from 100% Arabica beans and the unforgettable taste of RoohAfza with milk. The RoohAfza Badam Milk is yet another innovative drink that mixes the flavor of RoohAfza with milk and pure almonds. While Rooh Mocha has RoohAfza flavoring of medium roast coffee with a hint of chocolate, RoohAfza Badam Milk has Californian crunchy almonds in hot milk mingled with RoohAfza. These will be available in 100 Barista stores with a focus on RoohAfza affinity markets, which will help attract newer consumers based on their demographics through the Barista network.

▼ **Olive oils with consumer-friendly packaging**

Leonardo Olive Oil, from Cargill in India, has introduced a new consumer-friendly packaging that connects the variants with its usage. The new names of Leonardo Olive oil variants are Cook All for Pomace, which is meant for all kinds of Indian cooking including deep frying; Just Lite for Extra Light for day-to-day Indian cooking excluding deep frying and Just Drizzle for Extra Virgin, which is perfect for salad dressings, dips and condiments and can be a healthier option than butter. All these three variants cater to different needs of the judicious consumers; serving every cooking need and bringing the wholesome balance of taste and nutrients to their daily diets. The new range of Leonardo olive oils has enhanced food imagery and distinctive colors to highlight the usage and benefits of different variants. Furthermore, there are other additions in the pack which will make it easy to identify the right variant of olive oil at the shop floor.



Vibrant colors such as red for Cook All, orange for Just Lite and purple for Just Drizzle have been used to differentiate the variants on the shelf. A gold embossing has been added to connote that the brand is imported from Italy. The variants are priced depending on the SKU – Rs.300-450/litre for Cook All; Rs. 500-600/litre for Just Lite and Rs. 650-750/litre for Just Drizzle.

Integrating online and offline retailing



Over 90% of shopping in India is still done through brick-and-mortar stores but the boundaries between online and offline retail are slowly blurring. It is therefore important for retailers to marry the strengths of online retail with the opportunities in offline retail so as to deliver efficient services and acquire loyal customers.

Today, as the Indian retail landscape gets more competitive with e-commerce companies offering convenience and attractive deals, mall developers across India are adopting various innovative strategies and initiatives to enhance their appeal. The top five initiatives being adopted to increase footfalls and create higher sales conversions are as follows:

Creating advantage through food and beverages (F&B) and entertainment zones: F&B has emerged as a lucrative category to keep the mall bustling. With an intent to leverage on the higher revenues generated by this segment, malls are leasing out prime ground floor spaces to bring new F&B brands within their fold. For example, Ambience Mall (Gurgaon) has express kiosks from popular restaurants such as Kilyn; a theme park KidZania opened in R City Mall, Ghatkopar, (Mumbai), which caters to indoor entertainment for kids.

Leveraging technology: To keep ahead of the competition from e-commerce, offline retailers are using technological advancements and upgrades to offer customers a convenient experience. Mobile applications and kiosks inside malls, which provide interactive maps and live-streaming, are all additions that Indian mall players are using to take the “mall” experience a notch higher. For example, Ambience Mall and Select Citywalk in Delhi-NCR have launched mobile phone applications, which bring the mall directory at the customer’s fingertips and include updates and notifications on new stores opened and upcoming events.

Community based celebrations of events: Malls have started leveraging community-based social events such as food festivals, exclusive sales previews, car promotions, carnivals, complimentary movie tickets and meals for lucky draw participants as a means to connect with customers.

Additional parking spaces on weekends: The lack of availability of adequate parking spaces is a challenge for both customers and mall owners in India, especially during weekends and other high traffic periods. To combat this perennial issue, some mall owners have started arranging for additional lands to create more parking spaces, which includes common areas, nearby parks, neighboring office complexes, etc.

Over 90% of shopping in India is still done through brick-and-mortar stores but the boundaries between online and offline retail are slowly blurring. It is therefore important for retailers to marry the strengths of online retail with the opportunities in offline retail so as to deliver efficient services and acquire loyal customers. On the one hand, retailers are setting up kiosks, showrooms and even stores to increase the number of touch points and showcase products in the offline world. On the other hand, they also ensure an online presence as well, given the wide reach of e-commerce. The customer can experience a brand seamlessly through the omni-channel approach. Going forward, the retail market will witness an increasing number of companies adopt the hybrid model and greater integration of online and offline channels of retailing.

Today, as customers use both online and offline channels during the purchase process, hybrid retailers can enjoy several competitive advantages in the industry. Retailers must develop a focused strategic vision that would help them increase customer satisfaction with the overall purchasing experience and attract new customers and retain existing customers. Importantly, as retailers start moving to the hybrid model, they need to make sure that the brand experience is uniform throughout all channels. **PG**



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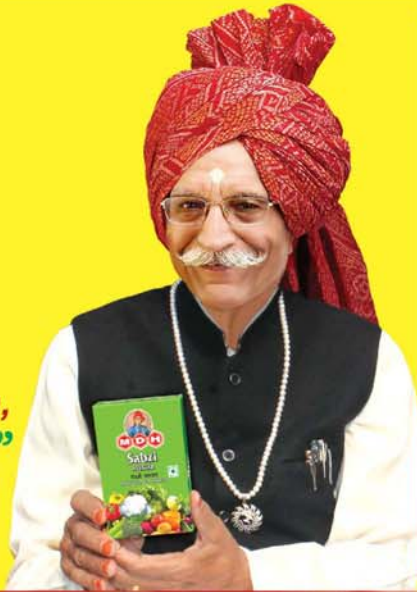
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