

COVER STORY

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Specialty Store in Chennai gains a nation-wide following

Founded in 1999, Chennai-based Nuts 'n' Spices is a Specialty store that sells a large variety of products such as dry fruits, spices, herbs, health products, sugar-free products, imported chocolates and biscuits, imported dairy products, imported ice creams, frozen foods and many more gourmet products. The 33 Nuts 'n' Spices stores have an average store area of 1,200 sq. ft. with total retail area spanning 40,000 sq. ft. In the last fiscal, the chain grossed a turnover of Rs. 82 crore, which is impressive taking into account its Rs. 57 lakh revenue in the first year of operation.



CATEGORY WATCH

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Sips and drinks to chill and relax

With more and more Indians open to the idea of trying out newer and different flavors, it is a good time for beverage companies to launch new products and variants. Packaged beverages are gaining traction with Indian consumers who are now frequently reaching for products that reflect the core consumer trends dominating the market: taste, functionality, added vitamins, proteins and minerals, as well as unique blends that consumers might not experiment with on their own.



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