

COVER STORY

22

“N Supermarket is known for its fresh products and strong private label in staples and bakery.”

N Supermarket is an established regional retailer in Karnataka and Tamil Nadu well known for its medium-sized stores that specialize in providing fresh and quality products at a reasonable price. “We are looking to expand our footprint and have chosen the franchise route for expansion,” says C. Gopalakrishnan, Managing Director.



CATEGORY WATCH

42



What’s Feeding the Snacking Frenzy?

For an increasing number of consumers, healthfulness, taste, and portability are important considerations when choosing a snack. Snack products that bridge the gap between nutrition and indulgence with tasty, portable options will break through the clutter. Regional and local taste preferences need to be considered when developing a successful growth strategy. Savvy retailers and manufacturers are taking note and beginning to tailor snack offerings to meet the emerging demands.



18 FRESH FOOD

Fresh frenzy

28 VIEWPOINT

Technology: Knight in shining armour for retail businesses

30 SUPPLY CHAIN

Easy sell

32 FOOD SAFETY

Global food safety concerns and Indian trade



38 RETAILER

From dealing in dairy to more

90 COLUMN

Smart snacking



92 SUPPLIER

Bottled fresh, pickled and preserved

94 PACK-N-GO SNACKS

Mini meal masters



98 BAKERY RETAIL

Sugar & Spice India stores offer the taste of authentic bakery products at affordable prices across NCR

100 TECHNOLOGY

The perks of being an app user

IN EVERY ISSUE

10 MARKET UPDATE

Kiwifruit from Chile to target growing Indian market

102 WHAT NEXT

Fresh & Pure launches cold pressed juices