

Viewpoint

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Why manufacturers and exporters need to develop an enhanced ability for spotting future food safety hazards **Page 32**

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PROGRESSIVE GROCER

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INDIA EDITION



Legacy of Nilgiris Family Trust
The Nilgiris Family Trust, established in 1952, is a trust that has been instrumental in the development of the Nilgiris region. It has been a pioneer in the field of social welfare and has been instrumental in the development of the region. The trust has been instrumental in the development of the region and has been a pioneer in the field of social welfare. It has been instrumental in the development of the region and has been a pioneer in the field of social welfare.

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**N SUPERMARKET
SCOUTING FOR
NEWER LOCATIONS
IN KARNATAKA AND
TAMIL NADU**

Category Watch
SNACKS
Brands and retailers capitalize on a growing market for snacks that are fun, healthy and convenient to eat

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In the past couple of years, health-oriented snacking has gone mainstream in a big way. Better-for-you snacks made with whole grains and other healthful ingredients are being regularly introduced in the market. There are alternative chips made from beets, sweet potatoes and cassava to crispy vegetable snacks, made from green beans, soybeans and chickpeas. All of these are gaining in popularity thanks to their minimally processed/ maximum nutrition persona, besides offering a range of crunchy, salty, spicy and other flavors.

Consumers today are demanding more from their snacks making them become less and less the hunger-soothing bridge between formal meals and more of a valuable gastronomic event in their own right. While the iGeneration/ Millennials are drawn to organic snacks and products with added nutrition, (think protein, vitamins and fiber), and a variety of flavors, even the older generations are getting acculturated on healthy snacking with the availability of a greater variety of types and brands of healthy snacks to consume depending on the occasion.

Our lead story in this issue of the magazine 'What's Feeding the Snacking Frenzy' takes an in-depth look into the snacking sector while highlighting the innovations that retailers and manufacturers are introducing for fueling future growth in the segment. Turn on the pages to read all about the strategies that brands, marketers and retailers are going for to make snacks better connect with the consumers.



Amitabh Taneja
 Editor-in-Chief

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COVER STORY

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“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

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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.



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Fresh & Pure launches cold pressed juices



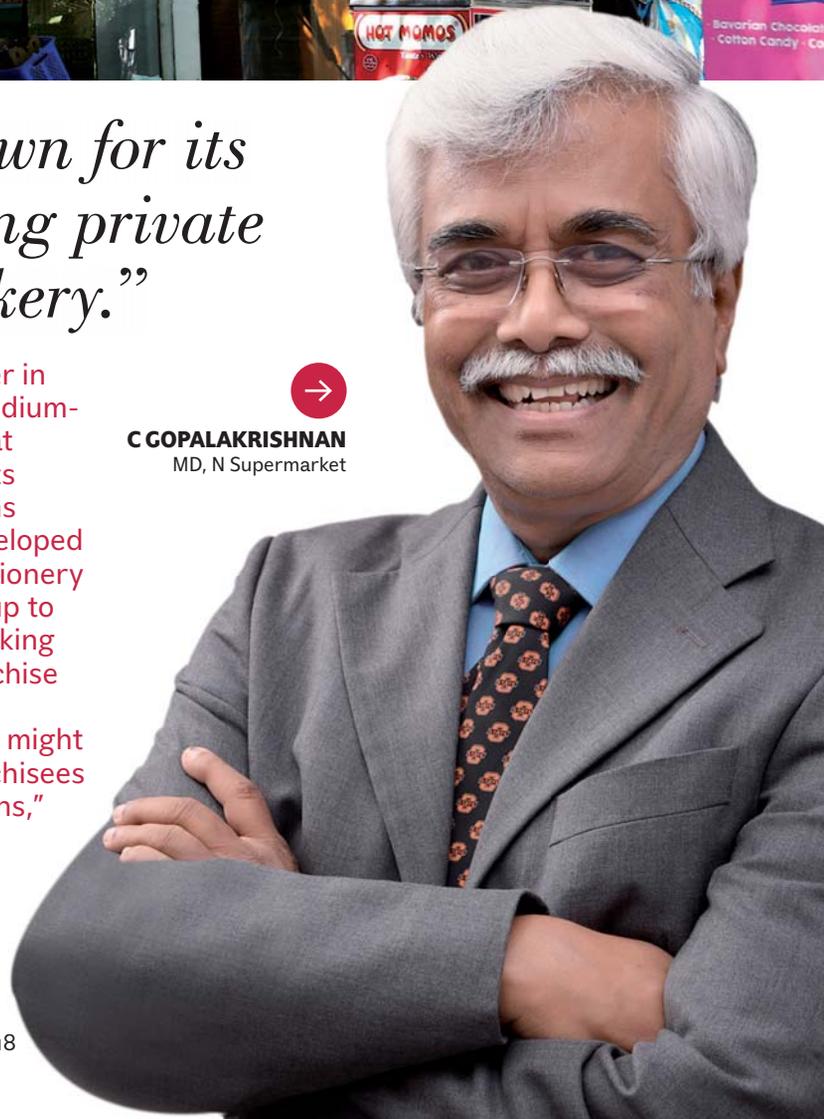
“N Supermarket is known for its fresh products and strong private label in staples and bakery.”

N Supermarket is an established regional retailer in Karnataka and Tamil Nadu well known for its medium-sized neighborhood food and grocery stores that specialize in providing fresh and quality products at a reasonable price. With total retail operations spanning 20,000 sq. ft., N Supermarket has developed a strong private label in staples, bakery, confectionery and dairy products, which together contribute up to 15 per cent of its overall sales. The retailer is looking to expand its footprint and has chosen the franchise route for expansion. “Should we find interested partners who agree with our line of thinking, we might go for a rapid roll-out and appoint Master Franchisees for powering the future growth in newer locations,” says C. Gopalakrishnan, Managing Director.

By Sanjay Kumar



C GOPALAKRISHNAN
MD, N Supermarket



Let us have a brief overview of your store chain, the eventful milestones in its development and a sketch of its growth and evolution over the years.

When I failed to convince my family members to part with the 104-year-old Nilgiri's store business, I decided to start on my own again. I made a new beginning by establishing a new brand "N Dairy Farm". The idea behind the venture was to set up a manufacturing unit for bakery, confectionery, staples and snacks in my village, which could also provide employment opportunities to the villagers. Though training the village folk was costly, it was worth the money. After establishing the production centre and contributing to the economic growth of the village, we then went about concentrating on creating the front-end. It led to the birth of our retail format N Supermarket.

Over the years, the growth of N Supermarket has been slow but sure. Today, there are seven N Supermarkets in operation – all in Bangalore and Tamil Nadu. We are in the process of adding two

Nilgiris supermarket – at Jayanagar in Bangalore. Reminiscing about our initial investments, and to restore the legacy which I started, last year I was able to purchase the store back and change the same to N Supermarket. It was a satisfying moment for me to get the store back in our fold.

What is the range of products at your store and which of these are the fastest moving? What kind of people frequent your stores and in which age group?

N Supermarket stocks and sells 22 categories of products and 75% of these are food related. Apart from the FMCG group products, our private label bakery, confectionery, staples and dairy products are always in good demand. People who are looking for convenience, courteous service, and availability of quality and freshness of product at a reasonable price frequent our outlet. Typically, the customer base comprises middle and middle-top income groups who are quality conscious.

Over the years, the growth of N Supermarket has been slow but sure. Today, there are seven N Supermarkets in operation – all in Bangalore and Tamil Nadu. We are in the process of adding two new stores by September 2018 and a few more by the year end.



new stores by September 2018 and a few more by the year end.

Our family tradition has always been to serve quality products at a reasonable price, which is the foundation for any business to gain its reputation. The business ethos at N Supermarket is "Our quality blends with tradition" and it is a credo that we are proud of carrying forward.

If you were to recall one of the most memorable and cherished moment in the past year's annals of your retail business, what would that be?

I had started the franchise division of Nilgiris Group beginning with the first franchise –

What is the price range for products at your stores? Which price band is the most popular with customers?

The price range extends from Rs. 5 to Rs. 1,000. The Rs. 50-200 price band is most popular with our customers.

What is the location strategy for your stores? Which locations do you prefer and what part do they play in your store sales?

The establishment must be in a commercial/semi commercial location with a floating population and it should be close to a residential area. Apart from quality products, service, location and parking area play a very vital role in the success of a store. We



Global Food Safety Concerns and Indian Trade

Food testing and quality analysis giant Mérieux NutriSciences India recently launched its Blue Paper¹⁸ titled “European Food Safety Trends, Key Issues & Perspectives” which aims at helping manufacturers and exporters with a better understanding of food-related health issues and an enhanced ability to spot future food safety hazards. In a conversation with Progressive Grocer India, Philippe Sans, President and Global CEO, Mérieux NutriSciences, shares his views on trends in the food safety and quality market and improved regulatory measures.

By Nimisha Gautam

Tell us about your company’s operations and its motivation in coming out with a food safety report?

Food crisis actuality is pushing all of us into a mode of rapid and targeted action planning. Having a mid term and long term vision of emerging issues is critical in determining proper strategies and control measures along the food chain. Mérieux NutriSciences has access to multiple resources and our global expert network is constantly “digesting” a huge amount of information on a daily basis. It became obvious that we had to launch this Blue Paper initiative in order to help our customers and stakeholders have a better understanding of food-related health issues and an enhanced vision of future challenges.

Which have been the most noticeable food safety regulations in Europe in recent years with maximum impact on consumer health and wellness?

The trend in food safety regulations is an integrated system that started in 2005 with the so called “Hygiene package”. The key words are: independent risk assessment (EFSA), food operators’ responsibility, traceability and science-based regulations under the HACCP umbrella. While targeted limits have been defined for many contaminants (pesticides, heavy metals, targeted microbiological criteria), other parameters are under scrutiny. With no binding limits, it is the responsibility of food operators to put specific control plans in place. In addition to that, key regulations have been recently enforced on nutrition labeling to protect consumer health and to help end users make an informed choice. Consideration is also given to emerging risks such as endocrine disrupters (from packaging material) and the use of ingredients in nano size (nanomaterials).



PHILIPPE SANS

President and Global CEO,
Mérieux NutriSciences

From Dealing in Dairy to More

A company dedicated to delivering high quality products for daily needs, Kutwal Foods Private Limited succeeds in providing an exemplary retail experience through their flagship store brand 'MyUrja'. The self motivated duo of brothers and founders Ram and Prakash Kutwal began operations in 2002. Ram Kutwal speaks to Progressive Grocer about the impressive growth curve the brand has seen, innovative additions made to their vibrant product line and retail outlets, and the importance of ethical business practices in ensuring customer-centric growth and innovation strategy.

“

Our milk procurement process is controlled entirely by a specialized team that is sensitive toward the needs of the people. We encourage improvement in supplier practices and believe that the products we create for end consumption have to be pure, free of adulteration and of the highest quality.

— Ram Kutwal
MD, Kutwal Foods
Pvt. Ltd.



Tell us about your company and how it took off in the retail industry.

We constituted Kutwal Foods Private Limited as a company dedicated to delivering only high quality products in the dairy industry. With quality as a one point agenda and ethical business practices as a mandatory rule to follow, the duo decided to launch their own business in 2002. The first few products that the company offered were liquid milk, variants of flavored milk, packaged drinking water and soft drinks. Products like Ghee, Shreekhand and various milk by products soon followed suit and products under our flagship brand 'Urja' became unanimous

with purity, quality and value for money. Within a few months, the brand started enjoying a good recall among its consumers. Currently there are over 77 retail outlets and the number is growing. Integrity, innovation and quality are not mere ideals we work towards, we live them, and we breathe them. These core values are the true essence of how we work and are in every product we offer our customers.

What does your product range look like and what verticals do you use to sell your goods?

Urja products include milk, ghee, shrikhand, amrakhand, pedha, flavored milk, paneer, curd,

KUTWAL FOODS: FACT SHEET

- Retailer / Brand Name: My Urja
- Launch year: 2011
- Owing company: Kutwal Foods Pvt. Ltd.
- Company Headquarters: 1st floor, Nanak Niwas, Near Ellora palace, Balaji Nagar Dhanakawadi, Pune-411043
- Key people: Ramdas Kutwal, MD
Prakash Kutwal, Founder, Chairman
- Retail format of stores: FMCG
- Number of stores in operation: 77 (All over Maharashtra in Pune, Mumbai and other metro cities)
- Average size of stores: 300-500 sq. ft.
- Total retail space under operation: 34,000 sq. ft.
- Operating model -Company owned/ leased/rented: Mixed stores are a few but most stores are on lease.
- SKU count in store: 150
- Average daily / weekly footfall at stores: 200 bills per day, i.e., 1400 pax per week
- Average bill size/transaction: Rs. 90
- Growth in same store sales: 15-20%
- Strength of supplier base: Since we are also the manufacturers, we manage daily supplies to all of our stores. Hence, fresh produce is our core strength.



lassi, masala buttermilk, soda, ice creams, packaged drinking water, cold drinks and fruit drinks. We are one of the biggest manufacturers of flavored milk in PP/glass, bottles/can format in Maharashtra with a fully automatic and ultramodern plant. To sell these products, we have a traditional distribution network of 400 target points spread all across Maharashtra, Karnataka and Goa. In the world of retail, we operate a total of 77 My Urja retail outlets that house all our products under one roof. We started this retail operation in 2011 and strive to expand with every step. Our private label products also sell in other retail operations such as D-mart, Aarey, Star Bazaar, Barista Coffee etc. The R&D department along with the technical team conducts constant research on product development, review and improving existing products.

All supplies to our outlets come directly from factories and manufacturing units avoiding storage for long durations or transit delays. Customers receive fresh stock only at the retail outlets.

What is the price range for products at your stores? What is the typical customer profile?

The price range starts from Rs. 10 and goes up to Rs. 500. Every product is developed after thorough analysis of the market and consumer research, thus aiming to provide healthy and tasty choices at cost-effective prices. The popular price band starts from Rs. 25 and does not go beyond Rs. 45. Frequent visitors at our retail stores include housewives and working women. There is no specific age group that we target through My Urja. The various dairy products we sell are required by people of all age groups.

What are your strengths and what do you consider your USP?

Our milk procurement process is controlled entirely by a specialised team that is sensitive toward the needs of the people and is constantly engaged in creating innovative products and processes. We encourage improvement in supplier practices





What's Feeding the Snacking Frenzy?

By Sanjay Kumar

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 of consumers. Going ahead, we will see things like much cleaner ingredients, fruit/veggie-type snacks to fulfill the daily servings and brand pairings across different categories to promote health and wellness.

Snacking in India is not new. Snacks have been an important part of the Indian food habit for ages now. In the days of yore, snacks were mostly nuts and roasted pulses like chickpeas as well as dried fruits. But over time, fried snacking items moved to centre stage and snacks such as sev, ganthia, papdi, chivda, farsan and chaat items made from cereals and pulses have become quite popular with Indians.

At one time, western snacks like wafers and popcorn were sold mostly at cinemas. Today, the western influence on our snack culture has deepened considerably as can be seen in the influx of a variety of snacks, including potato and corn chips variants and other salty snacks, cookies, candies, doughnuts, etc. So much so, that snacking has become a daypart in itself, with consumers seeking snack-style sustenance almost 24/7. According to a research commissioned by Mintel, today, snacking is pretty much an established trend for Indian consumers. About 75% of adults aged 18-64 said they snacked at least once a day. Among younger adults – those in the 18-34 age group – 77% said they snacked once a day. This dropped slightly to 73% for adults aged 35-64 years.

With snacking on the rise for several years now, it is fundamentally changing the way that Indian consumers eat and relate to their food. Though the snacking phenomenon is most pronounced in urban centres, it has spread over to rural India as well in recent years. Over the past few years, the rural market for snacks has also been growing almost

equally in step with the urban market. It is not surprising that for snack manufacturing companies like Vadalia Foods, rural and semi-urban areas are its key markets. “Our key market includes rural and semi-urban markets of Gujarat. We have a diversified product range for all age groups. For example, our fryums are preferred by kids and our farsaan by the adults. Our prices are competitive and reasonable, which allows even lower income consumers to be able to afford all our products. We make our products keeping the masses in mind and we add international spices to our products to add a twist to their flavor,” says **Rajan Vadalia, Managing Director, Vadalia Foods**, which started operations in 2014 and has over 65 products in the marketplace today that rake in sales of Rs. 70 crore currently. The company manufactures and markets snack products like fryums (nine variants), papad, khari, khakhara (four variants), farsaan, chips and namkeens (13 variants) with quality as the key product differentiator. Vadalia Foods’ products are targeted towards the health-conscious customer segment and the products have absolutely no traces of cholesterol. “The snack food market in Gujarat is worth Rs. 1,380 crore and, even as a new entrant, we have been able to capture 5 per cent of the market share already,” says Vadalia.

According to **Rohit Pugalia, Partner, Soch Foods LLP**, which operates the Munchilicious brand with a product range extending to cereals, bars and nachos, “The past few years have seen many multinationals and large domestic food companies duking it out for a pie of the fast-growing snacks category, which includes oats, cornflakes, muesli, dalia and mixes of traditional options like idli and upma. Today, India is surely open to new snacking options and the healthy cereal segment is growing both in the urban and semi-urban markets. Given the longer working hours and hectic lifestyles, most people fail to eat food that can match their nutritional requirements. Therefore, we believe that the next innovation in healthy cereal segment is ready-to-eat meals or meals on the go.”

Commenting on the size of the market for snacks in India, **Ranjana Sundaresan, Senior Research Analyst, Mintel**, says: “India’s organized snack market was worth Rs. 197.8 billion in 2015 and it should only continue to grow as India is one of the fastest growing economies in the world. During 2011-15, the retail snack food category in India grew at an annual rate of 20.5% by value and 12.3% by volume and the category is projected to grow at an annual rate of 18.0% by value and 13.3% by volume in the 2016-20 period.” Euromonitor International

estimates that the organized Indian snack food industry was worth Rs. 20,000 crore in 2015, and is expected to reach Rs. 45,000-50,000 crore by 2021, dominated by traditional Indian salty snacks, which is the largest selling snack product in terms of retail value sales with a contribution of 55%-58% of total value sales within snacks in India. It is also the largest in terms of volume share.

Shaswat Goenka, one of India’s top retailers and Sector Head - Spencer’s Retail Ltd, RP Sanjiv Goenka Group, says: “Snacking is one of the top three fastest growing FMCG categories and it is likely to accelerate due to the transition to the organized segment of the industry. There is a high level of innovation and marketing activity happening to cater to the impulse demand from consumers. We see retailers adopting innovative methods of creating extra shelf space to expand the snacking portfolio, and to align with its momentum. The size of the snack market is Rs. 22,000 crore currently and it has been growing at a CAGR of 15% over the past few years. We expect to maintain or accelerate this growth going forward, given the speed of the movement to the organized market, supported by healthier consumer choices and regulatory changes like GST, etc.”

SNACK FOOD SEGMENTS AND MARKET POTENTIAL

Snack is a type of food not normally eaten as a main meal such as breakfast, lunch or dinner but to mitigate hunger between these meals. Earlier, snacks were considered as a break-time light food. However, people in recent times have been increasingly eating them between meals. Snack may also be consumed between meals purely for the enjoyment of its taste. Traditionally, snacks were prepared from ingredients easily available at home and included sandwiches, nuts, fruits, etc. More recently, because of the popularity of packaged foods, snacks have become portable, quick and satisfying. They have become more appealing than prepared foods and contain tempting, flavorful ingredients.

Market researcher Euromonitor International categorizes the snacks market into two divisions: Savory Snacks and Other Savory Snacks. Savory Snacks is the aggregation of fruit snacks, chips/



We have a diversified product range for all age groups. We make our products keeping the masses in mind and we add international spices to our products to add a twist to their flavor. Our key market includes rural and semi-urban markets of Gujarat.

— **Rajan Vadalia**
Managing Director,
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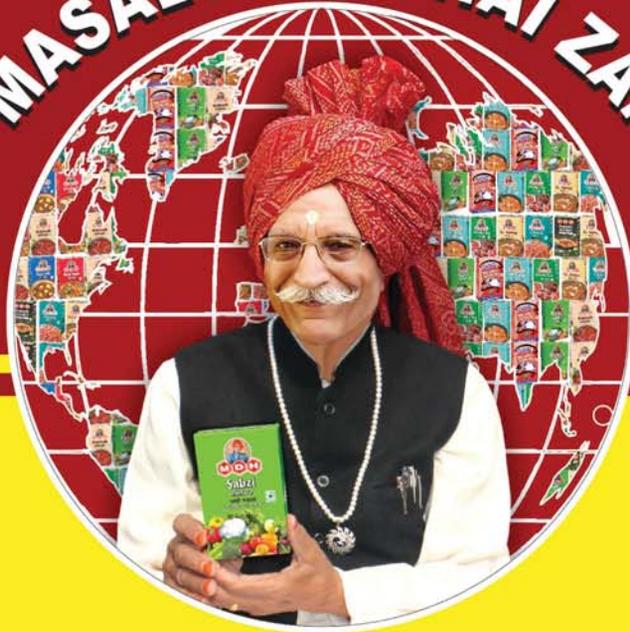
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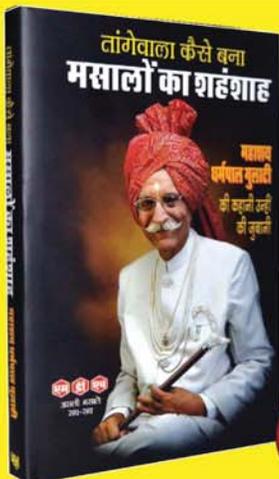
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