

### COVER STORY

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**“Our motto is ‘love all, serve all’ and our tagline is ‘largest variety of imported and Indian goods and groceries’”**

Kunaal Kumar owns the Modern Bazaar store chain in Delhi-NCR. He is a passionate grocer with almost 28 years of hands-on experience running modern grocery retail outlets in some of the toniest locations in Delhi-NCR. It currently operates nine stores over a total retail area spanning 40,000 sq. ft.. Modern Bazaar stores stock about 15,000 SKUs across a product range that covers all home care products, Indian and imported food products including groceries, staples, fresh ready to eat, bakery, chocolate, in-house products of nuts, dips, sauces, and personal care products.

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Bigger, Bolder, Better



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Spices

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## The Spice Route Journey: Market & Trends

As taste buds are growing bolder, consumers across the country are becoming more adventurous and willing to try new, exotic, flavor profiles. Retailers are seeing a strong customer demand for gourmet, international, and ethnic spice blends as customers become more aware of ethnic and foreign cuisines. On their part, suppliers of spices are working with retailers to promote sales, but most agree that the important tactics are cross-promotion and sampling. On their part, retailers should try their best to cross-merchandise within the store between departments and provide food demos with support from suppliers.

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