

COVER STORY

20



ARVIND MEDIRATTA
Managing Director & Chief Executive Officer at METRO Cash & Carry India

METRO CASH & CARRY TURNS PROFITABLE IN INDIA AFTER 15 YEARS OF OPERATION

METRO was the first cash & carry player to foray into India in 2003. Since then it has opened 27 wholesale distribution centers across the country spanning 1.8 mn sq. ft. of gross floor area and catering to over three million customers nation-wide. "It has taken us some time to find the right success formula in India but with a focused approach, we have been able to break-even and turn profitable after 15 years of successful operations in India," says Arvind Mediratta, Managing Director & Chief Executive Officer at METRO Cash & Carry India, in an exclusive interaction with Progressive Grocer.

14 SUPPLY CHAIN FOOD SAFETY

Work in Progress



18 COLUMN

How organic foods are shaping the future of food industry



60 INDEPENDENT THOUGHTS

Inspiring Operators



28 CATEGORY WATCH

Reshaping the morning meal landscape



Recent market research and analysis support the notion that what we eat for breakfast and how we eat it is evolving amid cultural shifts and emerging trends. Whereas influences like changing health habits, demographics and cost consciousness will continue to alter the choice and consumption of breakfast-oriented foods and beverages, we are also seeing a greater number of choices available even as manufacturers and retailers are aligning product benefits with consumer needs to make consumers connect with their products and stay interested.

42 PROFILES

Breakfast Foods



IN EVERY ISSUE

8 MARKET UPDATE

MORE's new store in G. Noida



62 WHAT NEXT

KOSH instant oats launched in spicy variants

