

## Smart Consumer App

How the mobile app is helping brands connect directly with thousands of consumers across the country as never before

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Competitive pricing and premium positioning has helped L'Opéra make its mark as the authentic French bakery in India

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# PROGRESSIVE GROCER

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**INDIA EDITION**



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## TEERING UP FOR THE FESTIVE SEASON



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### ADVERTISING

#### Business Head & Associate Publisher

**Lokesh Arora**

lokesharora@imagesgroup.in | Mob: +91 9999033612

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### CONSUMER CONNECT & SUBSCRIPTION

#### Anil Nagar, Vice President

anilnagar@imagesgroup.in, Mob.: +91 9811333099

#### Priti Kapil, Deputy Manager

pritikapil@imagesgroup.in

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With the festive season coming on, brands and retailers are focusing increasingly on the Millennials and Generation Z respectively. Marketers and advertisers have found that consumer spending and shopper power has steadily been shifting towards the younger generations and away from older folks, like Gen Xers.

Consumer trends consultants acknowledge the young generations' desire for greater convenience in eating, due to busy schedules for work and school, with smaller meals and snacks replacing traditional sit-down eating occasions.

But while the young generations have embraced online shopping, the youths still express an appreciation for the in-store experience. To some grocery shopping is "relaxing," while others say that it's "easier to try new things in person." Other revelations: In choosing brands or products, with prices being comparable, the young generations select items from companies known for being socially or environmentally responsible; packaging is also a purchase influencer. As consumers, these young generations are looking for products and services that mesh with their personal values and identities, including health, communication, consistency, independence and self-improvement.

Going into the festival season, the concerns of the young generations – the most important customer demographic today – should be duly noted and acted upon by brands and retailers.



Amitabh Taneja  
Editor-in-Chief

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**Bengaluru:** 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, **Ph:** +91-80-41255172/41750595/96, **Fax:** +91-80-41255182

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#### PUTTING BEST FOOT FORWARD FOR THE FESTIVE GIFTING SEASON

According to market surveys, there is a 25 per cent increase in the average monthly spend of shoppers on staples and packaged foods during the three months of the festive season (October-December). No surprise that retailers and manufacturers hope to do significantly more business in the festive season and expect better sales traction and consumer connect.

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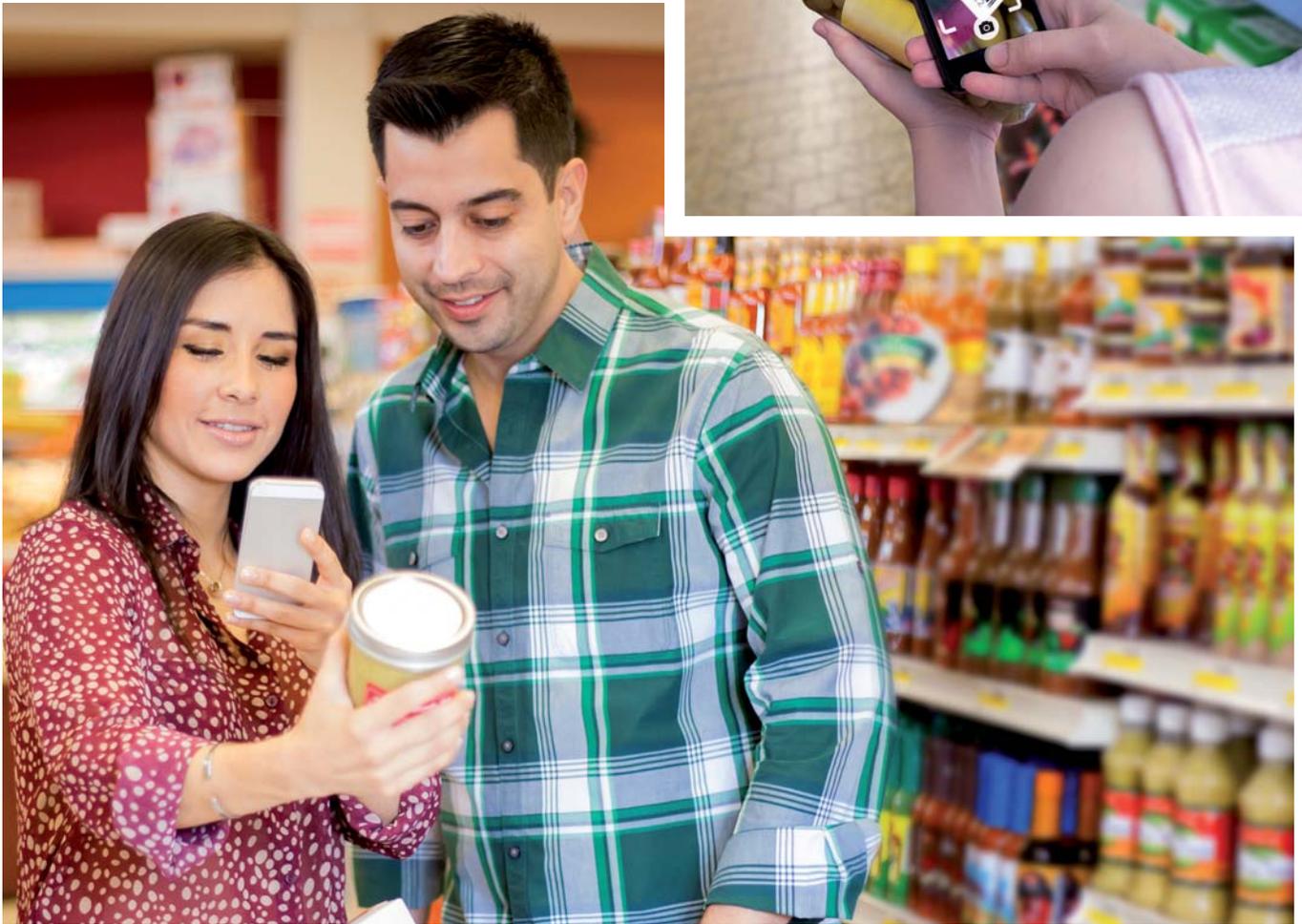
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# Empowering Shoppers through Smart Consumer App



How the 'Smart Consumer' mobile app is helping brands and manufacturers to now connect directly with thousands of consumers across the country as never before.

**W**hile standing in the breakfast food aisle of the supermarket she shops at, Nitisha, a 40-year old mother, is contemplating which cereals are best for her two children and the different ways they can be made for them to enjoy the meals. The information on the product packs is however not enough to help her make these decisions. She then notices on the product pack that consumers are being directed to download the 'Smart Consumer' mobile app and scan the barcode on the product pack to get additional information she is looking for.

She downloads the same and scans the product barcode using "890" prefix number through her smartphone. She now gets digitally a whole lot more information on the cereals related to recipes, allergens, etc, which enables her to also check the validity of certification given to the manufacturing unit by



# The Impatient Consumer, IoT and the Food of Everything

There is more to foods than meets the eye. There is technology. There is the consumer who is forever morphing. And there is the future. Let's peep into it.

By **Harish Bijoor**



**I**s India the Most Exciting Food Market in the World Really? Must be. The diversity of food we still eat, and the lack of a clonal habit in food and beverage intake is a hall-mark reality of India. Literally no two families eat the same. The country is diverse in other ways as well. The country, which hitherto was all about a home-kitchen oriented market, is eating out more than ever. Add to it the fact that we eat

not only with our mouth but with our eyes and ears as well. With food television becoming a big thing, the food market is an exciting one to be in. A market that will possibly define some of the future trends in food and beverage for the world to watch, use and see.

In this article, I am going to explore two different aspects that are defining food, beverage, its intake and the trends that will shape India later.

# *L'Opéra makes its mark as the authentic French bakery in India*

**I**t all dates back to 2011 when the Samandari family shifted to India. Born and brought up in France, it was inevitable for them to miss the French authenticity in the country. It was this realization that spurred Laurent Samandari to come up with the idea of introducing a French Boulangerie in India and thus, L'Opéra came into being. The brand started with its flagship store in Delhi's iconic Khan Market. Today, L'Opéra has expanded its presence to over 15 points of sale in Delhi-NCR & Dehradun at various high-street locations.

The family is actively involved in running the business and maintaining the high standards of service and excellence that L'Opéra has set for itself. Recounting their experience that laid the foundation of the French Boulangerie, Laurent Samandari, MD, L'Opéra says: "We are the pioneers who introduced the finest French pâtisserie – Boulangerie – in India. We are faithful to our roots and are authentic with our French offerings, ambience and décor. For us, that is our USP. Our positioning in that regard is premium; however, the pricing is fairly competitive."

He further adds: "By the end of this year, we will have some 22 outlets in Delhi-NCR, covering the key pockets of the region. There are of course other players in the category – albeit very few in the high-end segment – and they do seem to be increasing their number of outlets, both in Delhi and nationwide. But our unshakeable, resilient dedication to French authenticity and mastery is undoubtedly unique. And so, the competition merely emboldens us to attain even higher levels of excellence."



**Laurent Samandari**  
MD, L'Opéra



# *Juices and soft drinks:* **Making the right selection**

Most Indian consumers consider packaged fruit drinks to be healthy but it is important to read labels carefully or these packaged drinks could lead to lifestyle diseases. It is also important to know how much sugar these drinks contain because most drinks are high on sugar and so are considered unhealthy.

By **Dr. Saurabh Arora**

**W**hether it is festive celebrations at home, at the club, a corporate event or a celebration in your housing society, it is important to provide guests with the right choice of healthy and safe beverages. There is a vast array of branded juice and soft drink options, which include fruit juices, fruit drinks, milk-based drinks, carbonated drinks, water and soda-based drinks and nectars. In recent times, fruit juices have taken a lead as many consumers prefer these to other beverages. They are also being included in festive gift hampers along with dry fruits, snacks and chocolates. Here are some tips for selecting fruit juices and beverages that are healthy and safe to consume.

## **Types of fruit drinks available**

In India, many sweetened drinks are marketed on a large scale. But out of these, some of them are erroneously labelled 'fruit juice.' The truth is that many of these drinks have only a small percentage of fruit content and some others contain only fruit flavours. In fact, such drinks should actually be called fruit drinks, fruit beverages, fruit nectars or flavoured drinks and not be labelled as 'fruit juices'. Here are some facts that are largely unknown about fruit drinks:

- Fruit drinks have 5-10 per cent of fruit content, which could be pulp or juice and could contain added flavour, colour, preservative, sugar and water etc.
- Carbonated fruit drinks are similar to fruit drinks and contain 5-10 per cent of fruit content but with soda.

- Fruit nectars have 20 per cent fruit juice content.
- Fruit juices, on the other hand, are composed of hundred per cent fruit content but could either contain added sugar of up to 5 per cent or could have no added sugar.
- Fresh juice means that it does not contain any additives, flavours or juices that have undergone a concentration process. Fresh juices are not pasteurized, are not stored frozen and contain no frozen juice. They have a short shelf-life.

Some juices like kiwi, lemon, lime, blackcurrant or other sour juice generally do not have 100 per cent juice and are diluted with water and could contain added sugar of up to 20 per cent so as to give a desired taste that appeal to consumers.

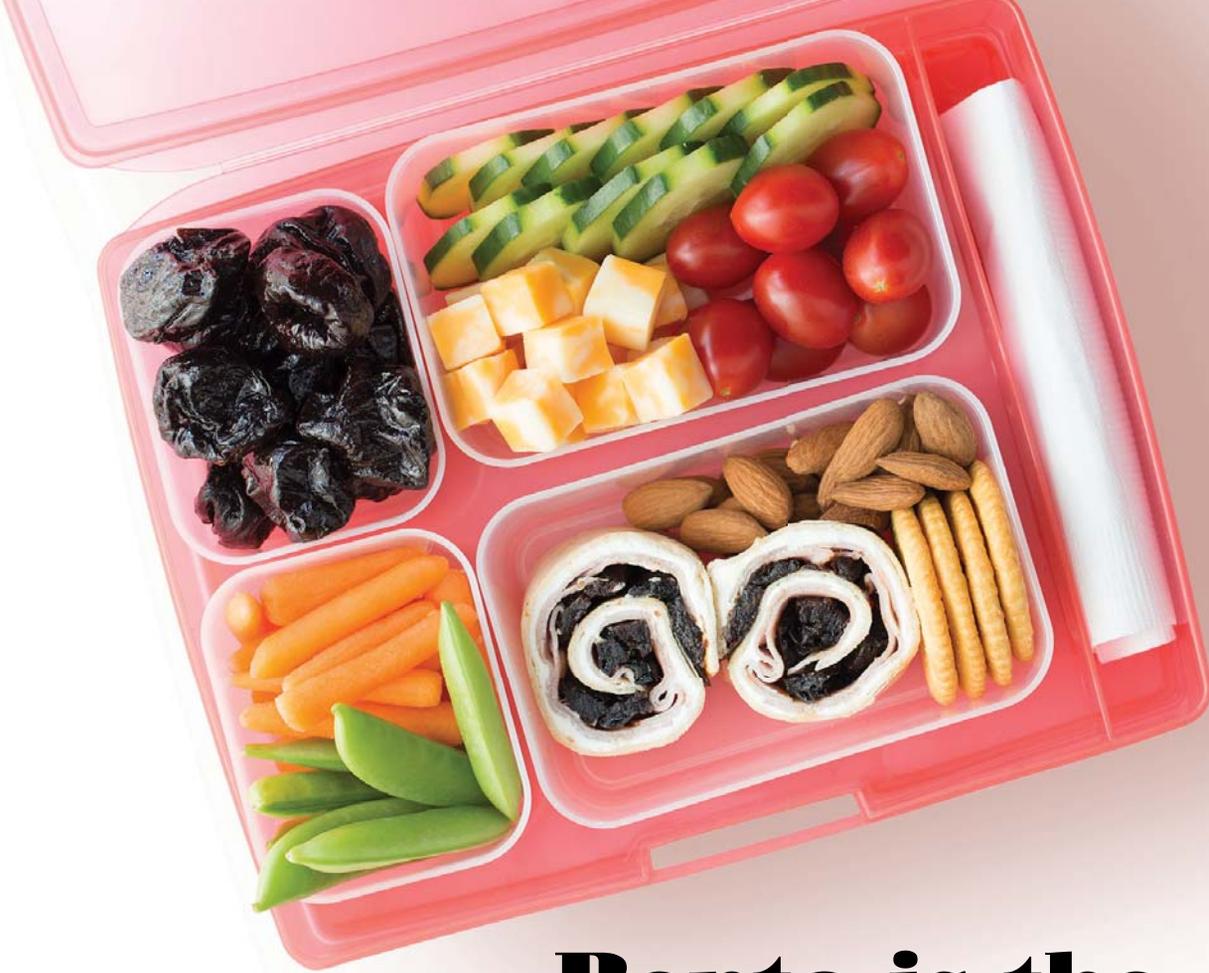
Most fruit drinks contain added sugar, but 100 per cent fruit juices must contain only natural sugar. So, when selecting the right drink for healthy consumption, the best is 100 per cent fruit juice without added sugar, followed by a fruit drink with low sugar content and high quantity of fruit content and, then, fruit drinks such as lime & lemon with at least 5 per cent fruit content and others that have at least 10% fruit content. Last in the order are flavoured drinks as they contain no fruit content but only fruit flavours. For health-conscious consumers, it makes sense to keep at arm's length from flavoured drinks because all that they contain are sugar & water (Dr. P.K. Vats, Food Safety Expert and Vice-President at Auriga Research).



# Putting Best Foot Forward for the Festive Gifting Season

According to market surveys, there is a 25 per cent increase in the average monthly spend of shoppers on staples and packaged foods during the three months of the festive season (October-December), compared to the average monthly spend in the previous six months until September. No surprise that retailers and manufacturers hope to do significantly more business in the festive season than in the regular months and expect better business in terms of sales traction, consumer connect, branding, etc.

By **Sanjay Kumar**



# Bento is the New Brown Bag

As consumers shift to more fresh-focused, snack-style lunches, retailers are rethinking their marketing and merchandising strategies.

By **Jenny McTaggart**

## Key Takeaways

- ▶ Consumers are gravitating toward more fresh-focused, snack-style lunches, in which they can incorporate numerous bite-sized items, including essential meal components.
- ▶ Food retailers have begun innovating to help shoppers develop creative lunch ideas from items available across the store.
- ▶ Cross-merchandising and presentation are key to spurring sales, along with promoting on-trend plant-based and free-from items, and ethnic flavors.

**I**n Japan, bento is a lacquered or decorated lunchbox, traditionally containing such items as rice, vegetables and sashimi (raw fish with condiments). But the term has taken on a new meaning among U.S. consumers, particularly for busy moms who are looking for more creative and healthy ways to package their children's lunches. All you have to do is type #bentobox on Instagram to see the many ways that people are getting creative with their midday meals.

At the center of this trend is a move toward more fresh-focused, snack-style lunches — in which consumers can incorporate numerous bite-sized tastes, while hopefully including essential meal components such as protein, whole grains, fruits and vegetables. Examples include cut vegetables with dips, fruit cut in star shapes, cubed cheese, whole wheat crackers and turkey roll-ups.

With this growing trend, grocers have an important role to play — as well as an opportunity to grow sales in several fresh

categories — by merchandising these bento-type meal ideas in the front of their stores, in the deli and in other sections. They can also educate and inspire their shoppers with lunch meal ideas and preparation tips to help save time.

Several retailers around the country are already innovating to help their shoppers think “out of the brown bag,” so to speak.

“Retailers are embracing new ways of merchandising lunchtime solutions by breaking down category boundaries to create one-stop-shopping destinations inspired by the modern-day shop,” observes Nicole Peranick, senior director of retail transformation at Daymon, based in Stamford, Conn. “Traditionally, center store was the star of lunchboxes — think chips, drink boxes and shelf-stable snack packs, to name a few. However, as more and more consumers shift focus to the perimeter of the store, retailers are evolving their approaches and embracing new tactics such as cross-merchandising fresh and center store items, creating healthy snacking destinations



# Clean Labels will Become a Future Norm for Food Brands

Still, the lack of a common definition for “Clean Label” imposes a challenge for the manufacturers because consumer interpretation and expectation of a clean label varies with their requirements.

By **Dr. Varuna Rao**

**F**or modern consumers – who are proactive and take greater responsibility for their well-being and health needs – packaged food has become an indispensable category in the food retail space. Consumers, especially from urban affluent population and mostly from nuclear families, are increasingly getting interested in a diverse variety of foods that claim health benefits, and are safe and nutritious. This need has created a dependency on packaged foods and, in turn, has made food label an integral part of an informed buying decision.

However, the perception about food label is changing and becoming dynamic. The term continues to evolve with the changes in consumer demand and according to the ways that food

producers want to inform the consumers about the qualities of their products at the point of purchase. Food labels are being innovatively used by manufacturers to provide consumers with information, including the health and safety aspects about their foods.

Buyers today are well-travelled and keep abreast with the market trends. They are looking for cleaner labels that make it easy for them to understand the claims. For consumers, a clean label on food pack has now become an expectation in the packaged food category. The term “Clean Label” has itself evolved and picked its own momentum along the way. Still, the lack of a common definition for “Clean Label” imposes a challenge for the manufacturers because consumer interpretation and expectation of a clean label varies with their requirements.



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