

Ahead of What's Next

Progressive GROCER

October 2020

Volume 14 · Number 10

Rs 100

www.indiaretailing.com

FOCUS ON FRESH

How COVID-19 Changed the Way Brands Operate & Engage

RESEARCH

Breakfast Food for the Indian Consumer in 2020

HOMEMADE AND HEALTHIER

Grocery stores can make the breakfast occasion even better

INDIA EDITION



We Always Choose
**Customer
Experience**
Over Profits

Amit Dutta

CEO, Le Marche Retail



ZENEXT
FOODS

LOOK

Who's in Town



Follow us on



For Distributor Enquire Call:

+91 98189 98920

BLUEPRINT OF RESILIENT, FUTURE-FIT FOOD RETAIL

AT



FEBRUARY, 4 - 5, 2021
RENAISSANCE HOTEL, MUMBAI



FEBRUARY, 4 - 5, 2021

RENAISSANCE HOTEL
MUMBAI

www.indiafoodforum.com

JOIN A POWERFUL MIX OF IDEAS, PRODUCTS,
INNOVATIONS AND SOLUTIONS FOR RETAILING
IN A NEW WORLD.

- » OFFERING CONVENIENCE TO CUSTOMERS
- » OPTIMISING THE MERCHANDISE MIX
- » SPEEDING UP PRODUCT INNOVATION
- » PERFECTING A MULTICHANNEL RETAIL MODEL
- » RATIONALISING OPERATING COSTS
- » BALANCING GEARING RATIOS



OPPORTUNITY INDIA

TRANSFORMING FOOD RETAIL THROUGH INNOVATION

IMAGES
GROUP. IN

Association & Partnerships Lokesh Arora: +91-9999033612 | lokesharora@imagesgroup.in

Delhi:
Ekta Roy: +91-9811635408
ektaroy@imagesgroup.in

Mumbai:
Santosh Menezes: +91-9820371767
santoshmenezes@imagesgroup.in

Kratika Singh: +91-9833263797
kratikasingh@imagesgroup.in

Bengaluru:
Suvir Jaggi: +91-9611127470
suvirjaggi@imagesgroup.in

Ashraf Alom: +91-9686014260
ashrafalom@imagesgroup.in

For Delegate Registration:
Priti Kapil: +91-9868801869 | pritikapil@imagesgroup.in

For Conference Related Queries & Speaker Opportunities:
Mohua Roy: +91-9811513711 | mohuaroy@imagesgroup.in

EDITOR-IN-CHIEF: **Amitabh Taneja**

EDITORIAL DIRECTOR: **R S Roy**

PUBLISHER: **S P Taneja**

EDITORIAL

EDITOR IN CHARGE: **Surabhi Khosla**

ASSISTANT EDITORS:

Sandeep Kumar

Charu Lamba

Shivam Gautam

CREATIVES

ART DIRECTOR: **Pawan Kumar Verma**

DY. ART DIRECTOR: **Deepak Verma**

PRODUCTION

SR. GENERAL MANAGER: **Manish Kadam**

SUPPORT

SR. GM ADMINISTRATION: **Rajeev Mehandru**

ADVERTISING

BUSINESS HEAD & ASSOCIATE PUBLISHER: **Lokesh Arora**

E: lokesharora@imagesgroup.in, M: +91 9999033612

DELHI:

ASST. GENERAL MANAGER: **Ekta Roy**

MUMBAI

REGIONAL HEAD (WEST): **Santosh Menezes**

ASST. MANAGER: **Kratika Singh**

BENGALURU

REGIONAL HEAD (SOUTH): **Suvir Jaggi**

MANAGER: **Ashraf Alam**

KOLKATA

REGIONAL HEAD (EAST): **Piyali Oberoi**

FOR ADVERTISING QUERIES, PLEASE WRITE TO

E: salesfood@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

DEPUTY MANAGER: **Priti Kapil**

E: pritikapil@imagesgroup.in

GROCERY GROUP PUBLISHER: **John Schrei**

GROCERY GROUP EDITORIAL DIRECTOR: **Mike Troy**

EXECUTIVE EDITOR: **Gina Acosta**

MANAGING EDITOR: **Bridget Goldschmidt**

SENIOR DIGITAL & TECHNOLOGY EDITOR: **Abby Kleckler**

CONTRIBUTING EDITORS: **Lynn Petrak** and **Barbara Sax**

CORPORATE OFFICERS

CHIEF EXECUTIVE OFFICER: **Jennifer Litterick**

CHIEF FINANCIAL OFFICER: **Jane Volland**

CHIEF INNOVATION OFFICER: **Tanner Van Dusen**

CHIEF HUMAN RESOURCES OFFICER: **Ann Jadown**

EXECUTIVE VICE PRESIDENT, EVENTS &

CONFERENCES: **Ed Several**

SENIOR VICE PRESIDENT, CONTENT: **Joe Territo**



As the world resumes its slow pivot from the Coronavirus catastrophe to recovery and the reopening of economies, it is evident that the pandemic has had profound impact on consumer behavior. Among other changes, the crisis proved to be a major jolt that completely overhauled consumer perspective towards health & wellness.

This, in turn, has completely overhauled the way they shop, cook and eat.

The last few months have seen consumers taking a more proactive approach to healthier eating and exercising more — for maintaining health and immune resiliency. Consumers are now inclined more than ever towards wholesome and healthy food products that promise vitamins, minerals and other healthy immunity boosting ingredients. Industry sentinels believe this surge in sales will sustain even after the current pandemic has abated.

In the October edition of Progressive Grocer, we take a look at the opportunities that this trend presents to brands, retailers and grocers in the Indian food and grocery segment. Right from outlining consumption trends, bestselling products & categories to highlighting invaluable insights from the leaders of this space, this issue of Progressive Grocer will prove to be an indispensable guidebook in preparing your contingency plan for the near future.

For FAQs pertaining to shift in market dynamics, consumer sentiments and on all things related to food & grocery, do log on to our website, www.indiaretailing.com.

Amitabh Taneja

Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

All material printed in this publication is the sole property of Stagnito Media, 111 Town Square Place, Suite 400 Jersey City, or Images Multimedia Pvt. Ltd. or both, and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase 1, New Delhi – 110020 and published by S P Taneja from S-61A Okhla Industrial Area Phase – 2, New Delhi.110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Progressive Grocer does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: subscription@imagesgroup.in

For feedback/editorial queries, email to: letter2editor@imagesgroup.in

visit us at www.imagesgroup.in

Images Multimedia Pvt. Ltd. (CIN:- U22122DL2003PTC120097)

Registered Office: S-61 A, Okhla Industrial Area Phase 2, New Delhi 110 020,

Ph: +91-11-40525000, **Fax:** +91-11-40525001

Email: info@imagesgroup.in, **Web:** www.imagesgroup.in

Mumbai: 1st Floor, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol Andheri (East), Mumbai - 400 059, **Ph:** +91-22-28508070 / 71, **Fax:** +91-22-28508072

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



- 38. **USAEC:** America's Favorite Apple's Relished in India
- 39. **VeZlay:** Pioneers of Plant Based Protein Modern Style Food Brands
- 40. **IG:** Imported Fruits Galore, IG at the Forefront

42. **Research: Mintel**

Breakfast Foods for the Indian Consumer in 2020

46. **Industry Events**

Retail Foodservice Innovation Summit

49. **Homemade and Health**

Grocery Stores Can Make the Breakfast Occasion Even Better

50. **Menu Trends**

Better Breakfast Choices

52. **Equipment & Design**

Refrigeration/Cold Storage: Playing it Cool

55. **What's Next**

Food Retailers Can Provide a Nudge in the Right Direction

56. **Marketing Innovation**

Adding 'Media Company' to the Résumé

60. **Focus on Fresh**

FMCG: How COVID-19 Changed the Way Brands Operate & Engage

8. **Market Update**

The Latest News and Industry Updates



16. **Editor's Pick**

F&B and Non-Food products

18. **New Retail Strategies**

Phygital: A Way for FMCG Brands to Step Closer to the Consumer



20. **Focus Feature**

Ambassador of 'Olives from Spain', Saransh Goila Gets Olive-inspired

30. **Category Watch: Health & Wellness**

Health Conscious Consumers Focus on Healthy Meals for a Fitter Future



34. **Bee More Honey:** Providing Consumers with the Best That Nature Has to Offer

36. **Old Touch Spices:** A Novel Answer to Global Demand for Premium Spices

37. **TCW:** Pioneers of Custom-Made Tea Gifting



ITC's B Natural Urges Consumers to Choose Indian Farmers, Calls Them Unsung Heroes

On the momentous day of Gandhi Jayanti, ITC Ltd.'s B Natural Ready to Serve Fruit Beverages has launched a digital campaign 'Jai Jawaan, Jai Kisaan' to salute the unsung heroes of the nation — the Indian farmer. Through this campaign, B Natural reinforces its efforts to source fruits from Indian Farmers and lend support to them, and urges consumers to do the same by choosing agri produce which are sourced from Indian Farmers.

The song is an endeavor to highlight the selfless labour put in by the farmers towards Nation-building. The song, sung by Zubeen Garg is developed in collaboration with Alive India. Through this initiative, B Natural encourages individuals to recognize the efforts of Indian farmers and make thoughtful purchase decisions in favour of products that make a contribution towards empowering the country's farming community.

Set against the background of a soulful voice coupled with inspiring lyrics that evoke the spirit of Nationalism, B Natural's video, 'Jai Jawaan, Jai Kisaan' starts with a pack shot of B Natural outlining the map of India and takes us through a montage of farmers and soldiers across India who are seen selflessly engaged in their respective duties towards the nation with a smile on their faces, while capturing the country's diversity.

The video closes with India's map, formed with images of farmers in each region along with their produce, signifying how B Natural works with these farmers to bring the goodness of fruit of their labour through their range of fruit beverages for the Indian consumers. And encourages consumers to salute and celebrate the entire farmer community by choosing Indian products.

ITC Ltd.'s Sunfeast YiPPee!'s 10th Anniversary celebrations make a GUINNESS WORLD RECORDS® achievement

Sunfeast YiPPee!, one of India's most popular instant noodles brand, commemorated its 10th Anniversary enriched with consumers' eternal love for their bowl of YiPPee! noodles. Acclaimed for its differentiated, long and slurpy noodles, the brand invited consumers' on its Facebook event page to capture and share their YiPPee! noodle eating moments. In doing so, the fun and excitement filled activity translated into achieving a Guinness World Records title for 'Most photos of people eating noodles uploaded to Facebook in one hour'. All participants will also be receiving a memorabilia in the form of an official letter of participation by Guinness World Records and Sunfeast YiPPee!

The virtual coming together of consumers from the noodle-verse reflected YiPPee!'s popularity among young and adults alike. Consumers' trust and appreciation has helped YiPPee! achieve significant value and scale since its launch and today it is an Rs. 1000+ crore brand. With encouraging consumer franchise, YiPPee! has consolidated its position as the second largest instant noodles brand in the country. YiPPee! also witnessed an unprecedented increase in consumer demand, owing to significant uptick in essentials in recent times, and

has seen a growth of more than 50% in the year FY 2020-21. It undertook a gamut of measures to ensure availability and enabled last mile delivery to end-consumers in record time, through various avenues including innovative delivery partnerships & ITC's wide network of distribution, while strictly maintaining hygiene protocols and social distancing guidelines.

Elaborating on the occasion and achievement, Hemant

Malik, Divisional Chief Executive, Foods Division, ITC Ltd., said, "The GUINNESS WORLD RECORDS® feat aptly reflects India's love for Sunfeast YiPPee! noodles and we are glad to have enabled a befitting celebration of India's noodle-loving spirit to a global audience. A heartfelt gratitude goes out to our consumers for making YiPPee! one of the most popular noodles brand in the country. We look forward to their continued love and support as YiPPee! forays into another exciting decade with innovation and differentiation as its cornerstones."

Earlier this year, YiPPee! roped Mahendra Singh Dhoni as its brand ambassador, to further propagate its offering of long and non-sticky noodles, across all age groups and expand to newer geographies.





Phygital: A Way for FMCG Brands to Step Closer to the Consumer

WITH MANY CONSUMERS STILL WORKING FROM HOME, A LOT OF TIME IS SPENT ON SOCIAL MEDIA PLATFORMS THUS ALLOWING THEM TO TAKE PART IN DIFFERENT ONLINE CHALLENGES AS WELL. THIS IS THE PERFECT TIME FOR BRANDS TO THINK OF CREATIVE WAYS TO GRAB CONSUMER EYEBALLS...

**By Rohit Mohan Pugalia, Founder & CEO,
Munchilicious Granola, (A SOCH Foods LLP Product)**

We are living in a world where everything these days needs to be online because that is exactly what we have become. With one click of a button we want everything to be delivered to our homes right from groceries to clothes to simple things like medicines. The current pandemic is a perfect opportunity for businesses to step into a new horizon – that of going digital. There is a growing demand of being digitally available for your consumers. The consumer consumption pattern has seen a drastic shift due to the pandemic; there are products that have skyrocketing demand such as healthy and immunity boosting foods. Despite everything coming to normal there is still a lot left for the retail and FMCG to achieve in order to come back to the pre-COVID sales.

The previous few months have taught businesses to work in a crisis situation, it has made retailers realise that to reach consumers they need to have a hybrid business model – with both physical and digital

We Always Choose Customer Experience Over Profits:

Amit Dutta, CEO, Le Marche Retail

THE GROCERY SUPERMARKET ENDED 2019 WITH ONE OF THE HIGHEST GROWTHS IN THE RETAIL SEGMENT, ABSOLUTE BEST IN CLASS RESULTS AGAINST OPERATIONAL METRICS WITH FEW STORES CLOCKING MORE THAN RS 30,000 SALE PER SQUARE FEET, ENHANCED CUSTOMER ACQUISITION AND PHENOMENAL EMPLOYEE ENGAGEMENT SCORES...

By Charu Lamba

Le Marche started its journey in 2005 and established its presence in its catchment areas as a premium grocery supermarket. In 2017, DS Group acquired the brand to transform it into a professional entity which can be scaled up in a calibrated way in line with the envisaged strategy for its retail business.

DS Group redefined its core value proposition, identified pillars of growth and worked towards strengthening them, upgraded store infrastructure and layouts in line with the revised strategy, established a high performance culture in the organisation with a professional team and process framework to back it up.

The organisation has been armed with the best in class IT systems to complete this transformation and all of this has yielded great results for the brand. The grocery supermarket ended 2019 with one of the highest growths in the retail segment, absolute best in class results against operational metrics with few stores clocking more than Rs 30,000 sale per square feet, enhanced customer acquisition and phenomenal employee engagement scores.

In a candid conversation with Progressive Grocer, Amit Dutta, CEO, Le Marche Retail shares the journey, impact of pandemic, strategies and learnings and future plans of the brand.

Excerpts from the Interview:

How is Le Marche different from others in the same category?

We are different from the other brands on the basis of ownership, operations and value proposition to customers.





Health Conscious Consumers Focus on Healthy Meals for a Fitter Future

TODAY CONSUMERS ARE MORE CONSCIOUS OF THEIR HEALTH AND HAVE ALSO UNDERSTOOD THAT PROPER NUTRITION AND HYDRATION IS VITAL FOR THE HUMAN BODY TO THRIVE. EATING HEALTHIER FOODS IS ALSO SEEN AS A PREVENTIVE MEASURE TO AVOID FUTURE HEALTH CARE COSTS. PEOPLE WHO EAT A WELL-BALANCED DIET TEND TO BE HEALTHIER WITH STRONGER IMMUNE SYSTEMS AND ARE AT LOWER RISK OF CHRONIC ILLNESSES AND INFECTIOUS DISEASES INCLUDING THE CONTRACTION OF COVID-19...

By Progressive Grocer Bureau

The current COVID situation has taught us a lot and one of the main things which a lot of Indians learnt fast, in the 70-day lockdown was adopting the habit of eating healthy food. During the lockdown, as restaurants and other food outlets were closed, a majority of the population gave up the idea of eating/ordering junk food and focused more on healthier meals. Today consumers are more conscious of their health and have also understood that proper nutrition and hydration is vital for the human body to thrive. Eating healthier foods is also seen as a preventive measure to avoid future health care costs. People who eat a well-balanced diet tend to be healthier with stronger immune systems and are at lower risk of chronic illnesses and infectious diseases including the contraction of COVID-19. Consumers are also eating healthier meals comprising more local products like fruits and vegetables. They are balancing their calorie intake with calorie usage, as well as opting



Rajiv Singh

Bee More Honey: Providing Consumers with the Best that Nature Has to Offer

The Bee More Corporation was born in early 2020 from an idea to create a nutrient-rich fruit from the diverse flora of India. Bee More worked on the principle of moving away from processed foods and instead endeavoured to return to a disease-free era. The brand's first success story came with a range of fresh honey

they launched. Sourced from exotic locations across India, Bee More Honey is 100 percent pure and unadulterated, and promise the taste of nature's love. The brand works with local beekeepers to identify the best beehives that are then used for honey extraction. The extracted honey is filtered to remove unwanted particles, resulting in fresh honey which gleams like liquid gold. The Bee More Corporation is run by its two Co-Founders **Rajiv Singh** and **Satyam Vishnoi**.

In a freewheeling chat with Progressive Grocer Bureau, **Rajiv Singh, Co-Founder, Bee More Corporation**, talks about their products, the growing market for organic products in India as well as the opportunities that it promises.

Why did you bet on honey?

Given today's health related uncertainties, there is a huge demand for natural immunity drivers and honey was a natural fit. What we are doing now is focusing is giving the best honey to India, and we are letting our quality, value proposition and servicing service for itself.

Tell us about your target audience?

Anyone who values natural quality over products processed with sugar and preservatives. Like we said, honey is beyond barriers. It is used in so many healths and taste related categories that you don't really need to define a TG for it.

What are the Bee More products on offer?

We are currently offering the largest variety of offerings in Honey. Lychee, Khair, Berseem, Eucalyptus and Multi Flora are our five exotic variants. No other brand has such a wide range of honey, and one that is sourced from different parts of India, to retain its origin and authenticity.

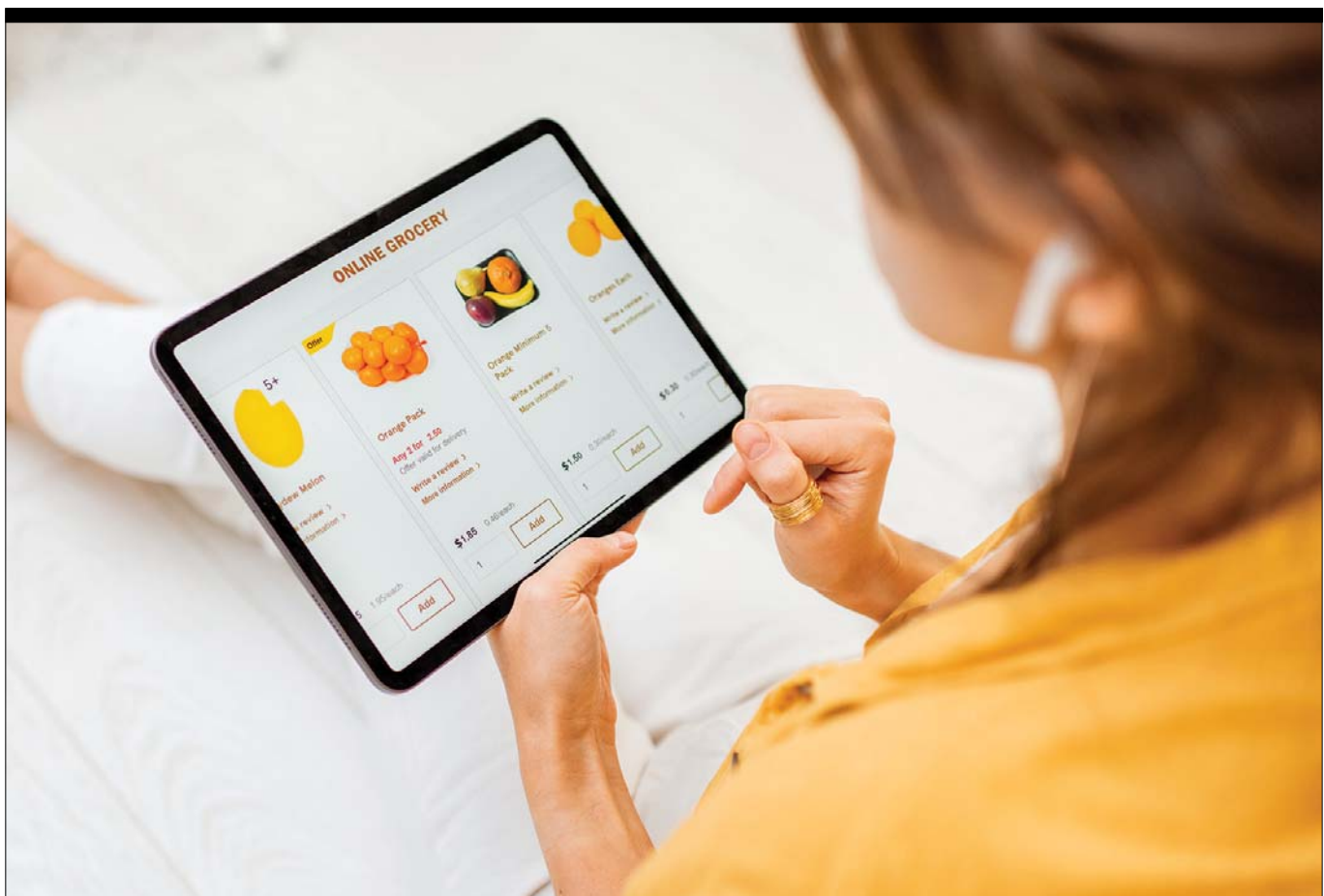
What is your retailing strategy?

Competitive Product Pricing: We are providing Bee More Organic Honey at an affordable price band (1kg @ 549/kg), so that the product can reach the masses.

Attractive & Re-Usable Packaging: Most brands are providing honey in plastic containers, but Bee More Honey packaging is done in food standard glass and the bottle cap is made of tin so as to maintain the quality and taste of the product and



BEE MORE HONEY VARIANT	TG	BENEFITS
Lychee Honey	Kids up to 15 Years	Improves Memory and Increases Immunity
Multi Flora Honey	Especially for Females	Anti-Bacterial, Anti Allergic, Rich In Minerals
Khair Honey	Male TG from 25 years to 50 years of age	Rich In Nutrient & Vitamins, Reduce Oxidative Stress
Eucalyptus Honey	For people over 50 years of age	Improves Blood Circulation, Improves Digestion, Antiseptic
Berseem Honey	For Sales & Marketing people	High Antioxidants, Cures Cold & Flu



Adding 'Media Company' to the Résumé

RETAILERS' PLATFORMS CAN ENGAGE CONSUMERS IN UNIQUE WAYS AND OFFER AN ALTERNATIVE STREAM OF REVENUE.

By Abby Kleckler

The number of traditional retailers developing their online media platforms continues to grow, with giants such as Walmart, Target and Kroger investing substantially and profiting in return over the past couple of years. Now, today's landscape makes food retailers both big and small even more attractive to CPG companies and advertisers to execute their media campaigns.

Grocery e-commerce sales have skyrocketed during the COVID-19 pandemic.



Key Takeaways

- ▶ The surge in online shopping during the pandemic offers a huge opportunity for an alternative revenue stream in the grocery industry, which is characterized by tight margins and minimal growth.
- ▶ Walmart, Kroger, Target and Albertsons are among the major retailers to roll out media platforms, either in-house efforts or partnerships with e-commerce advertising companies, to offer analytics for advertisers.
- ▶ Independent grocers — even single-store operators — can avail themselves of similar services from providers such as Freshop.



Spices • Seasonings • Marinades



LOW TEMP PROCESSING



NO ARTIFICIAL FLAVORS



100% PREMIUM GRADE



RESPONSIBLY SOURCED

Orika is a premium spices & seasonings brand from the house of Paraspices. Dedicated to accentuate your everyday meal with extraordinary flavours, our spices are handpicked from across the world: from the pristine foothills of Kashmir to the lush green meadows of Turkey. Backed by thousands of hectares of responsible sourcing, only the most authentic, fresh and premium spice varieties make their way from Orika to your kitchen.

ORIKA[®]
Trusted for a perfect recipe[®]