

Ahead of What's Next

Progressive GROCER

March 2021

Volume 15 • Number 3

₹100

www.indiaretailing.com

INNOVATION

7 Reasons Why Tosca's Reusable Foldable Plastic Crates Outmatch Corrugated Cardboard Boxes

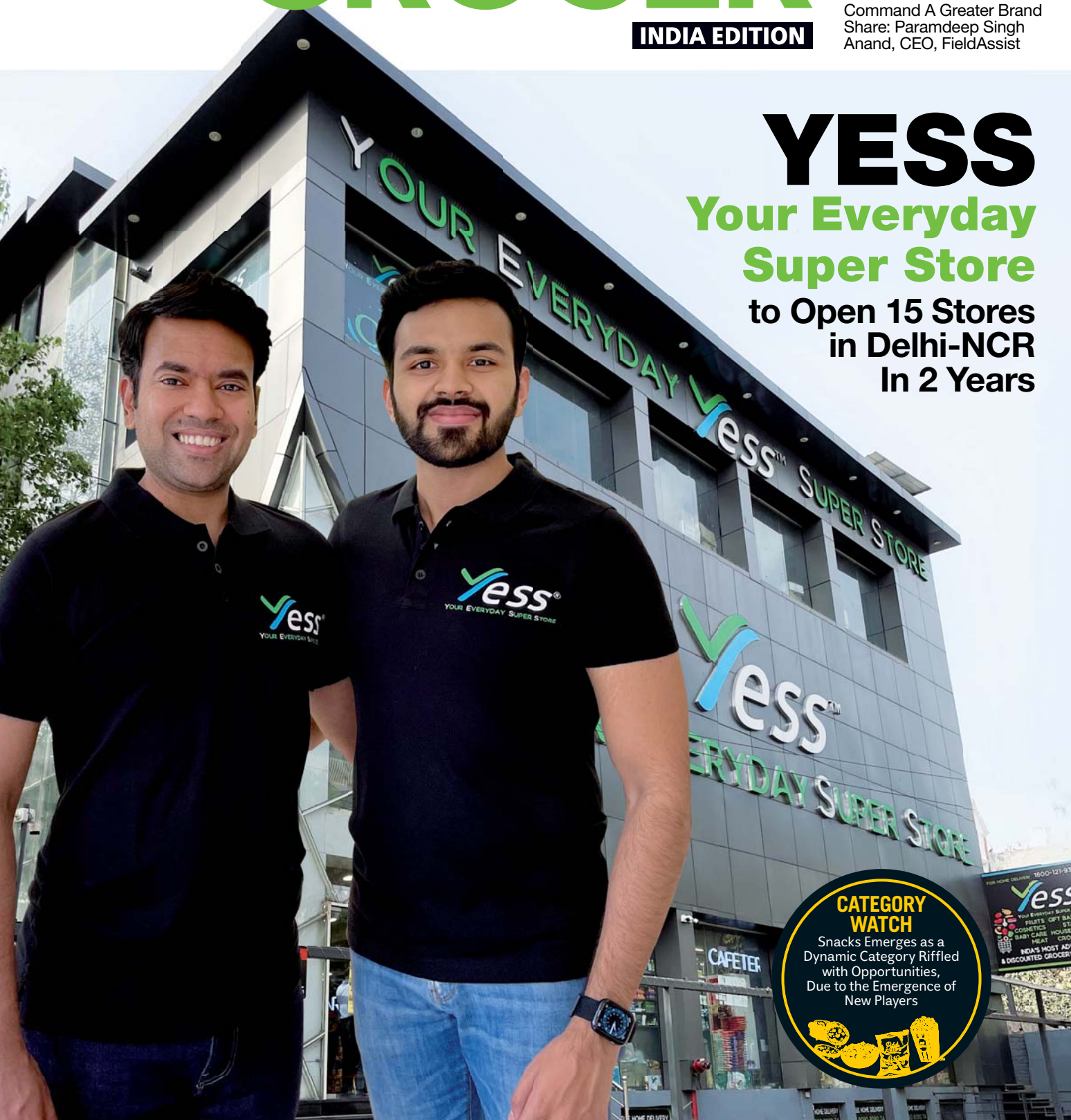
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Look Past Your Fears To Command A Greater Brand Share: Paramdeep Singh Anand, CEO, FieldAssist

INDIA EDITION

YESS

**Your Everyday
Super Store**
to Open 15 Stores
in Delhi-NCR
In 2 Years



CATEGORY WATCH

Snacks Emerges as a Dynamic Category Riddled with Opportunities, Due to the Emergence of New Players



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he current COVID situation has taught us a lot and one of the main things which a lot of health and fitness conscious Indians adapted to rapidly in the lockdown was eating healthy food, even going as far as to look for healthier snacking options. 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. Among many lifestyle changes noticed, one major one is snacking and indeed our food habits to a great extent.

During the lockdown and post reopening, many grocery stores reported a huge number of customers buying snacks in double triple amounts in comparison to their early purchase.

In the March issue of Progressive Grocer, we deep dive into how snacks as a category has evolved and how emerging, new players are revamping the industry - especially. Even after the pandemic is over, this trend is predicted to stay in vogue.

Aside from this, we also bring you a look at an emerging, progressive grocer - YESS, Your Everyday Super Store - who's completing changing the idea that grocery shopping is a boring chore.

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

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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

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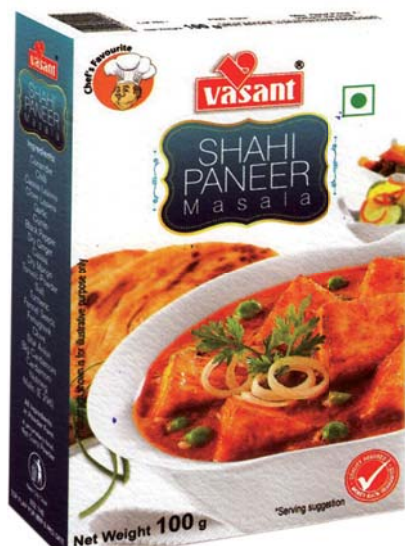
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Vasant Masala Adds Royal Delicacy to Its Portfolio, Launches 'Shahi Paneer Masala'



Even as the whiff of the festive season still lingers strong in the air, India's leading Spice manufacturers, Vasant Masala has launched another variant in its portfolio, in form of Vasant Shahi Paneer Masala, to cater to the tasty needs of the food lovers.

Vasant Shahi Paneer Masala is the perfect blend of spices that gives a royal taste to the consumers. It also adds an aromatic touch that results in a culinary masterpiece, to make sure that the food lovers enjoy the delicacy like royalty.

The product is available in all leading stores in Gujarat, Rajasthan and Madhya Pradesh. Apart from this, consumers can buy the product online from the e-store, 'www.vasantmasala.com' and other e-commerce portals, such as amazon and Flipkart.

For Vasant Masala, purity defines good-quality, hygiene and freshness. Adding more to it, Vasant Masala offers a variety of exotic spices that are as pure as the mother's love. They permeate the flavours and enhance the aroma of your meals. All products are hand-picked, triple sifted and nicely blended in fully-automated machines to uphold their quality, flavor and richness. Used in a million kitchens every day, the spices have been popularizing India's rich and age-old culture for many years. Started from a home industry in 1970, Vasant Masala has become the stalwart in the arena of spices.

FMCG Firm BL Agro Launches 12th EBO, To Launch 100 In FY21-22

BL Agro Limited, India's leading FMCG Company, launched its 12th Exclusive Brand Outlet (EBO) 'Nourish'. This is the company's first EBO in Delhi. The Nourish store will retail a wide range of 80+ products that the company offers. BL Agro is amongst the fastest growing FMCG brands in the country and has been committed to providing quality food products over many years.

Commenting on the launch, Ghanshyam Khandelwal, Chairman & Managing Director, BL Agro Limited said, "Since the launch of our first Nourish store in Padrauna, our experience

has been nothing short of extraordinary. We are humbled by the response we have received till date, and our passion towards providing an ever-growing nation with the right nutrition, is what sets us apart. We are excited for our customers to experience our brand this way and hope we can help people understand the importance of choosing the right nutrition."

BL Agro boasts of one of the largest distribution networks amongst all branded edible oil and food product players in the country with over 50,000 retailers, across 200 cities in 13 states of India - Uttar Pradesh, Uttarakhand, Delhi, Haryana, Punjab, Rajasthan, Assam, Arunachal Pradesh, Gujarat, Madhya Pradesh, Bihar, West Bengal, Jammu, and in Nepal.

Brand Nourish came into existence in the year 2018 and comes with a promise for nutrition. The brand offers an entire range of food products typically used in an Indian kitchen including Atta, Rice, Pulses, Ghee & Oils, Dry Fruits, Papad, Pickles, Murabba, Spices, and more. Each Nourish product is packed with superior quality ingredients and is produced with finest processes that ensure maximum retention of nutrients. The company has 4 Nourish Exclusive Brand Outlets operational across Padrauna, Hathras, NOIDA, Jaipur (2), Gorakhpur, Bareilly and Surat. The 12th outlet is now open at Janpath Bhawan in central Delhi.

BL Agro remains bullish on its expansion and plans to open 100 EBOs in India in the next FY 2021-22. The Company will follow a franchise model to further expand and penetrate the Indian market. The company's turnover in the FY 2019-20 was ₹2500 crores and is expected to grow 30 percent YoY. Located at Janpath Bhawan, the exclusive store was inaugurated by famous Bollywood singer Kailash Kher.





7 Reasons Why Tosca's Reusable Foldable Plastic Crates Outmatch Corrugated Cardboard Boxes

TOSCA HAS BEEN AT THE FOREFRONT OF THE REUSABLE REVOLUTION FROM THE VERY BEGINNING AND ENABLES A FUTURE WHERE SUSTAINABLE SOLUTIONS FOR PACKAGING AND TRANSPORT ARE ESSENTIAL, AND DISPOSABLE IS A THING OF THE PAST...

By Progressive Grocer Bureau

1 Corrugated Cardboard Boxes Get Crushed

When you stack corrugated boxes too high or fill them with product that is too heavy, the stack will likely fall over, damaging the box and the products inside. This is an even bigger problem when the boxes get wet. Tosca's Reusable Plastic Containers (RPCs) are made from durable polypropylene and have been proven by independent studies to be 4X stronger than corrugated cardboard boxes. They're also engineered to interlock, creating better load stability, so you can stack higher without worrying about the possibility of the stack tipping over.

2 Corrugated Cardboard Boxes Waste Valuable Space

Corrugated cardboard doesn't travel as well as RPCs – period. The variety of sizes and shapes make it difficult to optimize cube utilization, leaving you with wasted space on trucks, which also means wastes fuel. RPCs are designed to stack together securely, making it easier to use every inch of cube space to its optimum capacity.

YESS – Your Everyday Super Store to Open 15 Stores in Delhi-NCR In 2 Years

A LEADING SUPERSTORE CHAIN BASED IN DELHI-NCR, YESS CAME TO ITS INCEPTION ON SEPTEMBER 8, 2019 WITH A STORE IN NEW DELHI'S POPULAR HIGH STREET, LAJPAT NAGAR. IN A SHORT SPAN OF 18 MONTHS, YESS GREW FROM 1 SUPERSTORE TO 3 SUPERSTORES – THE OTHER TWO STORES ALSO LOCATED IN PREMIUM LOCATIONS OF THE NATIONAL CAPITAL REGION...

By Surabhi Khosla

With the COVID-19 pandemic raging unabated, the Indian consumer space is going through many changes. While earlier stores had years and years of discovery time, today they need to adopt technology at a faster level and only quality – both in products and service – speaks for business. This is more true for the grocery business than any other segment of the retail sector. Modern grocers have the onerous task of making grocery shopping, arguably one of the most uninspiring chores of modern times, interesting. They need to ensure their stores and schemes are such that consumers want to walk in.

L to R: Arpan Aggarwal & Aryan Aggarwal, Director, YESS





Snacks Emerges as a Dynamic Category Riffled with Opportunities, Due to the Emergence of New Players

GOING BY THE RISE IN DEMANDS, THERE HAS BEEN A HUGE SURGE IN EMERGENCE OF NEW PLAYERS IN THE SNACKS CATEGORY. THE GROWTH OF THE INDIAN ORGANIC FOOD INDUSTRY IN THE LAST FIVE YEARS HAS OPENED THE DOOR FOR NEW PLAYERS IN THE SNACKS CATEGORY, KEEPING HEALTH AND WELLNESS IN MIND...

By Progressive Grocer Bureau

As work from home possibly demands more productivity and turnarounds, there is nothing like a biscuit or a cracker that relieves us from the immediate pressure of work while offering mental stimulus for further productivity. Additionally, the relative isolation and Coronavirus-related anxiety is a hidden trigger for craving such snacks which eventually work as a morale-booster.

Overview

The current COVID situation has taught us a lot and one of the main things which a lot of Indians learnt fast, in the lockdown was adopting the habit of eating healthy food, even for snacks. 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. Among many lifestyle changes noticed, one major one is snacking and indeed our food habits to a great extent. As people stayed confined in their homes, anxious and anticipating what's next, ready-to-eat savouries have become our instant companions, offering satisfaction as well as a sense of contentment.

Walnuts Gaining Popularity In The FMCG Sector As It Reaches A New High After Pandemic

WALNUTS STAND OUT AS A GREAT OPTION WHEN IT COMES TO CHOOSING FOODS THAT SUPPORT WELLBEING, ESPECIALLY IMMUNITY AND MENTAL WELLNESS

The outbreak of COVID-19 has caught the world off-guard and has impacted industries adversely across various verticals. It has affected not only people's health but also their behavioral pattern and buying psychology. The change in consumer buying patterns is transforming the face of various sectors,

especially the Fast Moving Consumer Goods (FMCG) industry. Adopting a new routine that involves spending the majority of the time at home has aggravated the sales of packaged food aggressively.

Driving FMCG To A New High

People are now understanding the significance of their health more and are thus resorting to maintaining a healthier lifestyle while abiding with the safety norms. This is further making them purchase packaged food, especially dry fruits & nuts and other edibles. One of the products taking the lead in the soaring profit numbers of the FMCG sector is walnuts. Walnuts stand out as a great option when it comes to choosing foods that support wellbeing, especially immunity and mental wellness:

Immune Support Walnuts, as part of a nutritious diet, support immunity with a range of vitamins and minerals. They are a good source of vitamin B6 (0.2mg/oz) and an excellent source of copper (0.45mg/oz) and manganese (0.1mg/oz), all of which contribute to the normal functioning of the immune system. While a healthy immune system can't be achieved with one food alone, a balanced diet along with physical activity and regular sleep can certainly help.

Gut Health: A healthy gut microbiome has been linked to a variety of health benefits that can strengthen the immune system including reducing inflammation and supporting digestion and metabolism.

Mental Health: Choosing the right foods can also help benefit mental and emotional wellbeing. Growing evidence suggests that walnuts have a beneficial role in supporting cognitive factors like memory and mental health conditions such as depression. In fact, one large study from Nutrients suggested consuming walnuts may be associated with a lower prevalence and frequency of depression symptoms among American adults.

Unity In Diversity

Exploring different domains and experimenting with a diversity of products, especially trail mixes, value-added products including cereals, energy bars and bakery products, walnuts are helping the FMCG sector to stride ahead and match the expectations of consumers. With walnut butter, walnut ice-cream and walnut milk, along with other appetizing crunchy hampers being the buzz with consumers, FMCG business is supporting variations in the sector and getting its due traction. It is playing smart on the new consumer psychology and upping its level to catch customers' attention.

Soaring stats and skyrocketing profits

The fourth-largest sector in the Indian economy, forming 19 percent of the food and beverages segment, FMCG is now bringing its A-game to the table and influencing the renowned stakeholders in the sector. The FMCG market has witnessed a remarkable growth of 7.1 percent and is anticipated to grow bigger in 2021.



Introspection To Bear Fruits

With brands analysing their business models and collaborating with AI to integrate high-end, new-age technology, the FMCG sector is automating itself and creating new skies of success. Analyzing and strategizing afresh after the global crisis outbreak, has helped the brands in the domain prosper and stabilise the industry during these times. Globally, the European and other international markets are also seeing the boom of FMCG business.

The FMCG industry has seen its ups and downs throughout the crisis and is not just healing but gaining more profitability than before, thanks to the powerful growth drivers of the vertical. According to market researcher, Nielsen, the sector is anticipated to touch ₹4.3-trillion in 2021 and will pave a new ascent in the history of the FMCG sector. **PG**



Conscious Food: Offering a Wide Range of Certified Organic & Natural Immunity Boosting Products

CONSCIOUS FOOD ONLY SOURCES RESPONSIBLY GROWN PRODUCE, PROMOTES INDIGENOUS VARIETIES AND FOLLOWS SUSTAINABLE PRACTICES WHEREVER POSSIBLE. THE BRAND ALSO ENCOURAGES SMALL FARMERS AND ORGANIC FARMING AND PROVIDES THE BEST QUALITY ORGANIC AND NATURAL FOOD ACROSS INDIA...

Progressive Grocer Bureau

Established in the year 1990, Conscious Food is considered a pioneer in producing Indian organic and natural foods. Organic food, as the name suggests, is produced without the use of artificial chemicals like pesticides, fertilizers and growth hormones. Conscious Food promotes chemical-free and whole, unrefined, unadulterated foods which preserves the environment and provides wholesome nutrition. On offer is an assortment of over a hundred products, ranging from ancient Indian grains to new age superfoods. The brand is always on the lookout for new ingredients to make the consumer's culinary journey more varied, satisfying and enjoyable.

In an exclusive interaction with Progressive Grocer, **Shivranjani Gupta**, Chief Marketing Officer, Conscious Food, talks about the popularity, success, key achievements, and future plans of the brand. Excerpts from the interview...

What is your brand profile?

Conscious Food offers a wide range of cereals, flours, grains, natural sugars, power packed snacks, seeds, nuts, cold-pressed organic oils, pulses, spices, coffee, ghee, honey to complement a wellness lifestyle.

We scour rural India for agriculturists who employ organic methods of farming. Their cultivation, harvesting and storage processes are then carefully audited by certifying agencies, which have been accredited by The Agricultural and Processed Food Products Export Development Authority (APEDA). We then source our raw ingredients from select farms depending on the region best suited to grow them. Every team member at Conscious Food upholds our philosophy of working to a standard and not to a price.

What are the categories that you offer?

Conscious Food's certified organic and natural food products cover an entire kitchen pantry worth of products. From cold-pressed oils, iron-pounded spices, and chakki-ground flours to immunity-boosting products like amla powder and high curcumin turmeric, we curate a selection of ingredients that can be developed into delicious food. We also supply a range of cereals, flours and grains, natural sugars, power packed snacks, seeds, and nuts, to complement your wellness lifestyle. That being said, we are always on the lookout for new ingredients to make your culinary journey more varied, satisfying and enjoyable.

Explain the role of packaging immunity booster products?

We offer a wide range of immunity boosting products such as Moringa, Turmeric Powder, Spirulina, Gir Cow Ghee, Wild Forest Honey and Harde Honey, Amla



Consider the Alternative

NONTRADITIONAL BETTER-FOR-YOU SNACKS ARE GAINING FAVOR WITH MORE CONSUMERS AND RETAILERS. **By Barbara Sax**

Consumers want a lot from their snacks. They want a steady stream of new flavors to keep them engaged, and increasingly, they want more nutritionally dense versions of traditional chips, pretzels and puffs. Manufacturers have been happy to comply with a slew of “alternative” better-for-you snacks in a variety of new flavors.

Plant-based snacks are a significant source of growth in the category and, while they still represent a small percentage of overall category sales, growth in the segment is outpacing that of traditional snacks.

“According to the FMI/The Hartman Group’s ‘U.S. Grocery Shopper Trends COVID-19 Tracker’ report, 44% of consumers say they are eating healthier during the pandemic,” says Rhasheda Boyd, senior marketing director at PopCorners, which markets that brand as well as soybean and cassava-based Flex Protein Crisps and Flourish Veggie Crisps gluten-free air-popped snacks. “Moreover, The Hartman Group’s recent ‘Snacking: Emerging, Evolving and Disrupted’ report indicates that 48% of all food and beverage occasions are snacking occasions. This tells us that the better-for-you snack category is here to stay and is only increasing in demand.”

Category giant PepsiCo, which has already acquired PopCorners as well as Bare Snacks, maker of baked fruit and veggie chips, recently revealed a joint venture with El Segundo, Calif.-based meat-substitute manufacturer Beyond Meat Inc., a move that will likely lead to even more action in the segment.

“Now more than ever, consumers are looking for more nutritious, environmentally conscious products and increasingly turning to plant-based protein



Key Takeaways

- ▶ In response to consumer demand for more nutritious snacks, manufacturers have introduced myriad “alternative” better-for-you options in a range of new flavors.
- ▶ Along with a boom in plant-based snacks, protein- and cheese-based offerings are growth segments.
- ▶ Beyond the mainstream and “better-for-you” snack sections, alternative snack products are finding homes in a variety of locations in the store.

— a trend that we believe will only grow in the coming years,” says a representative of Purchase, N.Y.-based PepsiCo.

“The plant-based market trend is on fire,” affirms Deb Holt, chief marketing officer at Fairfield, N.J.-based Real Food From The Ground Up. “Snacking, already a rapidly increasing behavior, has only accelerated as consumers spend more time at home. With more mindful snacking happening at home, consumers are paying closer attention to the snacks they are eating.”



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HIGHLIGHTS OF THE NEXT TWO ISSUES

APRIL 2021: BEVERAGES SPECIAL: Beverages not only provide essential hydration but can also be a source of other nutrients. As well as energy some beverages can be a source of vitamins and minerals, protein, fats and other carbohydrates. In coming months, consumers' inclination towards this segment is only expected to accelerate, promising immense opportunities for brands and retailers' alike.

MAY 2021: ORGANIC FOOD: The growing trend for organic food has been further bolstered by the COVID-19 pandemic. In the years to come, consumers' inclination towards organic food is only expected to accelerate, promising immense opportunities for brands and retailers' alike.

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FINALLY, THE DELICIOUS IMMUNITY BOOSTER IS HERE

Do you remember the good old days, when the first go to medicine of every Mom, to all our bodily ailments used to be a 'Haldi-Doodh' Drink? Turns out, Mom is always right! Several researches reveal that, apart from enhancing taste of our foods, Turmeric also manages to pack major health benefits that helps to boost our immunity. Finding it's roots in the golden ancient history of Indian medicine, Turmeric has always been considered a beneficial herb having plethora of uses. These benefits lead up to a healthy life.

Orika understands the importance of good health for leading an active life. Therefore, we came up with the idea of a drink that not only boosts our immunity, but is also appetizing. Our Turmeric Immunity Mix contains the perfect mix of the best aromatic herbs with medicinal properties. Enriched with the goodness of Turmeric, it also contains Saffron, Rose-petals,

Our Immunity Mix helps the body to fight against Bacterias, Viruses and other disease causing pathogens, even Covid-19, which makes it an indispensable asset in the current scenario

Cardamom and Nuts. This drink is complemented by the anti-inflammatory, antioxidant and anti-cancer properties infused in the herbs. In addition to these properties, the herbs are known to cure skin diseases and improve the ability of human body to fight illness. It also contains water soluble curcumin, which enhances the bioavailability of food by 100 times. Bioavailability refers to the proportion of nutrients absorbed and utilized by the body.

But just talking about it's ingredients and their properties is not enough. Our Immunity Mix helps the body to fight against Bacterias, Viruses and other disease causing pathogens, even Covid-19, which makes it an indispensable asset in the current scenario. So, relish on the taste of best aromatic herbs sourced from their authentic regions, and keep boosting your immunity for a healthy lifestyle. **Choose Orika's Turmeric Immunity Mix for a healthy living.**

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- Shahi Paneer Masala
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- Meat Masala
- Chicken Masala
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- Malabar Black Pepper Powder

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