

Snacking

Mealtime evolution is fueling the trend toward new kinds of nibbles.

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FOOD INNOVATION
On-trend formats, new concepts, fresh ingredient and flavor mash-up market



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92 YEARS OF GROCERY EXCELLENCE IN BANGALORE

← **KN NIYAS**
PARTNER, MK RETAIL

what's next



◀ Storia Foods & Beverages launches a range of natural shakes

With a surge in demand for healthier beverages, Storia Foods & Beverages has come out with a range of natural shakes with a refreshing twist to them. The fruit shakes are rich, creamy and frothy, which make them perfect for refreshment. Convenient to store and carry, the shakes are available in 9 lip-smacking flavors, are trans-fat free, have no preservatives, and contain natural fruits and ingredients. They are shelf stable for 6 months, without refrigeration, and use Aseptic PET technology, which helps to reduce nutritional losses and retain most of the flavors and fragrances from its natural ingredients.

The shakes have a balanced calorie count, which makes them a guilt-free palate cleanser. Storia has also curated India's first elaichi chai shake, perfectly portioned to satiate the taste buds of the Indian consumer. By offering the health benefits associated with natural fruits and ingredients, at an attractive price, the company is offering a healthier alternative to flavored milk. Storia Shakes are available at all leading supermarkets and retail stores as well as on e-commerce sites and come at an attractive price range of Rs. 30 & Rs. 25.

Storia's portfolio comprises ready-to-drink Shakes, 100% Natural Coconut Water, Beverage Whitener and Street Style Drinks. An experienced team of FMCG professionals has increased Storia's presence across 33+ cities in India at 50,000+ retail outlets.

▼ Cornitos launches "Do It Yourself" taco shells for creative foodies

Greendot Health Foods Pvt. Ltd. has introduced "Do It Yourself" range of traditional Mexican Taco shells in two sizes – 4 inch cocktail size and standard 6 inches with each pack containing 12 shell pieces. Taco shells are ideal for any party or as an evening snack and they can be used for making a Mexican snack with a variety of tasty fillings. With Cornitos Taco shells, the brand is trying to further penetrate in the younger market segment that is moving towards a healthy and active lifestyle.

Cornitos Taco shells are gluten free, hard corn tortillas made from non-GMO corn. They are fully cooked in corn oil and are ready to eat. Cornitos Taco shells are packed securely to avoid breakage and in the pack are two Taco boats for easy serving. The nitrogen-flushed packaging also adds to the 'extra freshness' of the product. Each pack has a Taco Recipe at the back to help the consumer create their own personalized savory. Taco Shell 4 inches pack is priced Rs. 110 (80 gm) & Taco Shell 6 inches pack comes for Rs. 160 (190 gm). The product is available at all leading Retail, E-Retail and Modern Trade stores.



▼ Get-A-Whey launches protein enriched, no-added sugar ice-cream

Healthy ice cream brand Get-A-Whey has introduced premium ice creams that are not only tasty and healthy but also have whey protein added to them, which make these ice-creams high in protein without any added sugar.

Power packed with 10-14 gm of protein per 100 gm serving and with just 7 gm of fat per 100 gm serving, these ice-creams are deliciously tastier without compromising on health whatsoever.

Get-A-Whey developed this concept in 2018 in a kitchen in Mumbai after noticing that people were digging into so called 'healthy snacks' that were high in sugar without any good sources of protein.

Get-A-Whey is available in 9 flavors – Belgian chocolate, strawberry & banana, French vanilla, coffee roasted almond, peanut butter crunch, chocolate brownie fudge, keto Belgian chocolate, and keto very berry. Get-A-Whey ice-creams retail out of 50+ stores in Mumbai – the likes of Godrej Nature's Basket, Society Stores, Noble Plus, and many more – and also available through online delivery by Swiggy and UberEats. The ice-creams sell in more than 10 cities in India currently with Get-A-Whey continuing to expand its brand presence.

