IMAGES Business of food

Contents

November 2026 ▪ VOL 3 ▪ No. 11

24. COVER STORY

PEPSICO IMAGES Food Service Awards 2026

From a tiffin outlets and cafés to multi stores, from boba reinvented as a multi-category format to wood-fired pizza on wheels, the PepsiCo–IMAGES Food Service Awards 2026 reveal a foodservice industry where scale is no longer measured simply by the number of outlets.





14. Special Feature

Aadhaar Supermarket: The Big Bet Beyond the Metros

From a rural retail experiment to a focused food & grocery business, Aadhaar is building a value-led supermarket network across semi-rural and semi-urban catchments, particularly Tier 2, 3 and 4 cities — with 400 COCO stores planned by March 2030.



38. Category Watch

The Next Big Dip: Chutney-to-Condiment Opportunity

As diners seek familiar flavours in new formats, restaurants and food manufacturers are turning to India's regional pantry for their next big condiment bet.



8. Market Update

News and reports on the food retail and food service industries.

44. Opinion

The Masala Code: How AI, Organic Precision, and Cyber-Physical Agriculture Saved the Global Spice Shelf

The spice trade is moving beyond monsoon predictions to data-led precision, building stronger farms, safer exports and reliable retail shelves.

Research & Analysis

48. ***From Grinding Stone to Squeeze Bottle: How India Learned to Buy its Sauces***

52. ***Beyond the Box: How Premiumisation is Reshaping India's Festive Food Gifting Market***

36. Awards

Catch Ke Maharaja
Catch Ke Spice Icon Awards

The awards from DS Group recognised individuals and businesses reflecting similar values of innovation, excellence, integrity and consumer-centricity, honouring those shaping the future of India's food and spice ecosystem.



54. Spotlight

Ben's Cookies: Baking a New Growth Story in India

From live baking and signature flavours to an expanding retail footprint, Ben's Cookies is building its presence in the country with a focused growth strategy.

56. India Food Forum 2026

The Recipe for Staying Relevant

From reinventing snacks to building neighbourhood cafés, the fireside chat explored how consistency, meaningful customer connections and a strong brand identity contribute to sustainable growth and long-term brand success.