

McCain Foods to double retail network

BS REPORTER

Ahmedabad, 19 June

Processed food player McCain Foods Pvt Ltd is set to double its retail network from current 4,500 to 9,000-10,000. The company offers frozen food products like McCain French Fries, McCain Smiles, apart from local delights such as McCain Aloo Tikki, and Idli Sambar Combo among others.

"We have a retail network through food outlets of around 4,500 currently. We plan to double that to over 9,000 soon," said Vikas Mittal, managing director of McCain Foods Pvt. Ltd., refusing to divulge investment details for the same. Denying any immediate exclusive store plans, Mittal said that the company will continue to market its products through multi-branded frozen food outlets across the country.

The company currently supplies 30,000 metric tonnes of potatoes to quick service restaurant player McDonalds India for its 'French Fries'.

What's more, anticipating a growth in demand for potato, McCain Foods is also set to



double its potato cultivation in Gujarat in next 2-3 years. "At present, 4,000 acres across Gujarat are under contract farming of potatoes. With growing demand from Indian consumers, we would double the land under potato cultivation by 2014," said Mittal.

Hence, from 4,000 acres, McCain is looking to bring 8,000 acres under potato cultivation in Gujarat by 2014. The company is working with over 800 farmers in Deesa and Himmatnagar on contract farming to grow potato for McDonalds' French Fries.

Meanwhile, on its part, McDonald's India projects that it would source 50,000 MT of potatoes from McCain by 2014.