

# **REPORT ON APEDA'S PARTICIPATION IN SUMMER FANCY FOOD SHOW, NEW YORK, USA FROM 30<sup>TH</sup> JUNE TO 2<sup>ND</sup> JULY, 2018**

## **About the Fair**

The 64<sup>th</sup> Summer Fancy Food show scheduled from 30<sup>th</sup> June to 2<sup>nd</sup> July, 2018 is the largest specialty food industry and beverage event in North America and the premier showcase for industry innovations. The venue of show was at Jacob Javits Centre, New York City (USA). The show discovers 180,000+ products including food ingredients, preservatives, confections, cheese, coffee, snacks, spices, ethnic, natural, organic and more were included. More than 2,400 exhibitors from 50 countries & regions participated in the show. The core specialty food consumer tends to be between the ages of 24 to 41, the younger generation, ages 18 to 23.

Specialty food commands a nearly 16% share of the total food market, led by growth in fresh, refrigerated, frozen and plant-based categories.

The top five specialty food categories with the highest dollar growth from 2015 to 2017 were water (up 76%), rice cakes (64%), refrigerated ready-to-drink tea and coffee (63%), jerky and meat snacks (62%) and shelf-stable creams and creamers (62%). Beverages as a collective category are growing even faster than food categories

## **APEDA's Participation**

India's participation in the fair was organized by India Trade Promotion Organization (ITPO) APEDA had booked 900 Sq ft area through ITPO for organizing its participation during the event. APEDA Pavilion was set up in Level 1. at stalls 3447, 3448, 4849, 4851 and 4853 and total 12 exporters participated in the event and displayed a range of food products like basmati rice, processed foods, pickles and chutney, snack foods, Organic items etc.

India's total Agro Export is USD 38.2 billion out of which APEDA's products to USA during 2017-18 is USD 1142 Million. The main products include Guar Gum, Basmati Rice, Cereal Preparations, Processed Fruits & Vegetables, variety of Processed Food items, Misc. Preparations and Natural Honey etc.

USA has emerged as one of the key markets for Indian agri-products over the years. Exports of agri-products under the purview of APEDA (Agricultural & Processed Food Products Export Development Authority) to the USA stood at USD 1142 Million during 2017-18, accounting for 6.1 % of India's total trade in these products by value. Indian food preparations are becoming popular internationally not only amongst the ethnic population but also with mainstream. Products like vegetables curries, ready to eat, pulses, snacks, sweets, etc.

There are prospects to strengthen further trade between India and USA.

Last three year's export from India to USA is as under:

Value in US\$ Mill

Qty In MT

Product	2015-16		2016-17		2017-18	
	Qty	Value	Qty	Value	Qty	Value
Guargum	1,32,007.94	257	1,78,001.42	236.05	2,14,695.97	347.84
Basmati Rice	1,20,687.24	131.55	1,08,990.92	112.38	1,26,791.19	149.01
Miscellaneous Preparations	27,371.53	66.72	29,260.01	74.69	39,699.43	97.69
Cereal Preparations	42,617.06	88.41	49,838.85	102.15	46,170.59	94.91
Other Processed Fruits & Vegetables	34,896.76	67.66	37,707.98	78.52	36,672.10	88.9
Natural Honey	33,649.63	95.44	39,088.04	68.02	42,654.52	79
Milled Products	43,879.35	25.69	45,699.16	28.64	56,472.92	39.67
Cucumber and Gherkins( Prepd. & Presvd)	42,545.76	37.08	32,643.80	29.11	40,409.57	37.83
Cocoa Products	6,185.51	37.02	5,978.43	35.74	6,811.27	35.68
Non Basmati Rice	41,476.65	33.3	35,260.14	27.66	40,476.33	33.27
Pulses	9,091.73	15.59	11,711.17	21.69	16,158.20	22.21
Fruits & Vegetables Seeds	115.58	10.82	77.36	10.98	589.52	20.44
Floriculture	5,166.27	14.8	3,762.70	14.8	3,489.02	16.29
Dried & Preserved Vegetables	5,190.33	12.33	6,862.52	14.84	7,579.23	13.59
Other Fresh Vegetables	6,926.89	9.24	5,434.80	9.09	6,083.56	10.4
Jaggery & Confectionery	7,543.78	8.35	7,263.03	9.4	7,174.50	9.9
Other Fresh Fruits	1,606.35	5.51	1,409.47	7.11	1,808.86	8.66
Dairy Products	373.2	2.01	623.66	3.44	1,345.18	7.66
Casein	2,039.58	10.81	3,365.64	19.35	1,146.01	6.86
Mango Pulp	4,503.87	6.11	5,039.68	6.72	4,730.61	6.38
Buffalo Meat	1,794.05	1.89	5,009.34	5.43	4,404.90	4.98
Alcoholic Beverages	1,514.55	2.2	1,546.51	3.19	1,706.75	4.14
Fresh Mangoes	266.67	1.15	615.53	2.32	800.63	2.75
Other Cereals	1,269.43	1.11	1,848.58	1.63	2,315.93	2.23
Walnuts	178.69	1.75	34.5	0.24	123.78	1.14
Maize	3,489.00	1.2	90.5	0.05	940.36	0.3
Fresh Onions	70.21	0.04	91.23	0.02	160.24	0.05
Fresh Grapes	22.51	0.06	27.74	0.08	10.63	0.04
Other Meat	0	0	0	0	2.03	0.02
Poultry Products	200	0.07	10.1	0.08	11.22	0.02
Sheep/Goat Meat	0	0	0	0	1.68	0.01
Groundnuts	2.47	0	98.64	0.11	3.8	0.01
Albumin( Eggs & Milk )	0.01	0	0	0	0.03	0
Wheat	9.9	0	0.79	0	6.14	0
Processed Meat	0.02	0	0	0	1.62	0
<b>Total</b>	<b>5,76,692.52</b>	<b>944.91</b>	<b>6,17,392.24</b>	<b>923.53</b>	<b>7,11,448.32</b>	<b>1,141.88</b>

Source: DGCIS Annual Export

**Import from World of APEDA Monitored product by U S A (2016)**

Quantity  
in MT;  
Value in  
USD Mill.

S.No	Product	Total Import		India's status as Exporter				Major Exporting Countries(%age Share in Value)				
		Quantity	Value	Quantity	Value	%age Share in value	Rank					
World Total Import to Country		56692825.11	95792.105	596790.852	962.729	1	24	Mexico (24.19)	Canada (16.54)	France (5.24)	Italy (4.22)	Chile (3.56)
1	ALCOHOLIC BEVERAGES	7141650.08	20337.71	3247.47	6.68	0.03	48	Mexico(21.93)	France (19.52)	Italy (10.42)	U K (9.87)	Netherlands (5.59)
2	OTHER FRESH FRUITS	10864849.65	11594.63	974.43	5.71	0.05	30	Mexico(44.85)	Guatemala (11.23)	Chile (10.67)	Costa Rica (9.31)	Ecuador (4.62)
3	OTHER FRESH VEGETABLES	7552295.75	9054	4419.02	9.06	0.1	24	Mexico(66.07)	Canada (15.97)	Peru (4.55)	China P RP (2.81)	Guatemala (2.15)
4	OTHER PROCESSED FRUITS & VEGETABLES	6109503.21	8991.11	42586.51	92.52	1.03	18	Canada(17.08)	Mexico (15.98)	China P RP (13.45)	Thailand (6.8)	Chile (4.26)
5	MISCELLANEOUS PREPARATIONS	4897946.78	7868.53	55547.78	70.79	0.9	20	Canada(20.36)	Switzerland (11.86)	Austria (9.32)	Mexico (9.08)	Italy (7.46)
6	CEREAL PREPARATIONS	2922220.43	7455.25	50470.7	119.83	1.61	10	Canada(43.24)	Mexico (16.69)	Italy (6.67)	China P RP (2.93)	Germany (2.9)
7	BUFFALO MEAT	1009230.97	5226.29	0	0	0	NA	Australia(28.65)	Canada (23.69)	Mexico (20.6)	New Zealand (18.06)	Uruguay (4.03)
8	COCOA PRODUCTS	1330167.43	5208.69	4955.68	32.51	0.62	21	Canada(27.96)	Cote D Ivoire (20.42)	Mexico (10.13)	Indonesia (4.77)	Ghana (4.48)
9	JAGGERY & CONFECTIONERY	3522987.6	3720.4	14834.02	15.32	0.41	29	Mexico(28.08)	Canada (21.09)	Brazil (4.52)	China P RP (4.45)	Guatemala (3.94)
10	FLORICULTURE	250319.54	2164.76	264.33	18.23	0.84	11	Colombia(38.44)	Canada (16.55)	Ecuador (14.15)	Netherlands (10.29)	Costa Rica (3.03)
11	DAIRY PRODUCTS	259483.68	1966.01	384.71	2.83	0.14	36	New Zealand(18.28)	Italy (16.32)	France (10.37)	Ireland (5.55)	Netherlands (5.21)
12	OTHER MEAT	512557.89	1759.11	0	0	0	NA	Canada(61.96)	Poland (8.48)	Denmark (8.08)	Italy (6.25)	Mexico (2.9)
13	FRESH GRAPES	570739.97	1706.29	8.27	0.03	0	18	Chile(59.64)	Mexico (24)	Peru (14.95)	South Africa (0.47)	Argentina (0.29)
14	SHEEP/GOAT MEAT	107564.75	792.59	0	0	0	NA	Australia(74.02)	New Zealand (25.31)	Iceland (0.33)	Chile (0.16)	Mexico (0.11)
15	RICE	753248.57	714.49	154876.01	169.09	23.67	2	Thailand(58.35)	India (23.67)	Pakistan (4.26)	VIETNAM SOC REP (3.24)	Brazil (2.72)
16	PROCESSED MEAT	110704.52	687.77	0	0	0	NA	Brazil(42.14)	Canada (34.61)	Uruguay (5.95)	Chile (3.95)	Mexico (3.54)
17	FRESH MANGOES	464796.96	583.32	915.45	6.92	1.19	9	Mexico(55.71)	Ecuador (11.37)	Peru (11.3)	Brazil (6.57)	Philippines (6.01)
18	POULTRY PRODUCTS	149667.71	573.16	0.87	0.04	0.01	24	Canada(42.57)	Chile (25.01)	China P RP (19.05)	Spain (1.89)	Netherlands (1.89)

19	FRUITS & VEGETABLES SEEDS	59804.87	571.39	2617.03	19.87	3.48	9	Canada(15.33)	China P RP (14.15)	Netherlands (13.64)	Chile (7.82)	France (5.73)
20	MAIZE	1632109.41	556.84	726.26	0.43	0.08	13	Canada(31.5)	Turkey (24.64)	Chile (16.36)	Argentina (10.53)	Brazil (7.18)
21	CASEIN	67419	530.82	2696.94	16.22	3.06	9	New Zealand(40.86)	Ireland (20.9)	Netherlands (10.58)	Australia (6.1)	Denmark (5.03)
22	WHEAT	2210889.36	491.07	32.96	0.03	0.01	13	Canada(85.26)	France (6.37)	Argentina (4.95)	U K (2.17)	Mexico (0.98)
23	OTHER CEREALS	1986023.99	457.62	1853.84	2.08	0.45	8	Canada(91.22)	Sweden (2.57)	Finland (1.33)	Germany (1.18)	France (0.89)
24	FRESH ONIONS	521160.26	456.08	80.09	0.11	0.02	16	Mexico(73.66)	Peru (13.42)	Canada (9.02)	Netherlands (1.14)	France (0.73)
25	NATURAL HONEY	166477.24	422.53	29364.39	62.02	14.68	4	Argentina(17.66)	Brazil (17.2)	VIETNAM SOC REP (16.36)	India (14.68)	Canada (9.07)
26	MILLED PRODUCTS	709267.27	420.78	44401.28	32	7.6	3	Canada(57.56)	Mexico (17.85)	India (7.6)	Italy (5.61)	Thailand (2.72)
27	PULSES	411541.22	392.73	23795.86	41.85	10.66	2	Canada(45.9)	India (10.66)	Mexico (10.42)	China P RP (10.19)	Nicaragua (3.52)
28	DRIED & PRESERVED VEGETABLES	140060.64	309.11	2603.31	5.89	1.91	9	China P RP(60.49)	Mexico (5.32)	Turkey (4.45)	Germany (4.35)	Chile (2.47)
29	GUARGUM	131070.69	258.64	118991.09	192.56	74.45	1	India(74.45)	Spain (9.52)	Italy (3.66)	Pakistan (2.53)	China P RP (2.06)
30	ALBUMIN( Eggs & Milk)	33074.25	210.97	0.01	0	0	19	New Zealand(41.28)	Netherlands (13.51)	Denmark (7.86)	Ireland (7.77)	U K (7.72)
31	ANIMAL CASINGS	27575.95	200.83	0	0	0	NA	China P RP(69.16)	Australia (10.59)	Canada (9.36)	Egypt (2.2)	Denmark (2)
32	CUCUMBER AND GHERKINS( PREPD. & PRESVD)	53903.54	64.32	35703.27	39.57	61.52	1	India(61.53)	Canada (7.8)	VIETNAM SOC REP (5.49)	Germany (4.46)	Israel (4.07)
33	WALNUTS	8676.77	36.24	438.3	0.52	1.43	7	Turkey(70.1)	Moldova (12.13)	Italy (4.25)	Georgia (3.54)	Spain (2.39)
34	GROUNDNUTS	3835.16	8	0.99	0	0	7	Mexico(53.56)	Argentina (36.1)	Nicaragua (5)	Paraguay (4.16)	Ecuador (1.01)

Source: UNCOMTRADE, as reported by the Importing countries

## List of the participants:

Exporter Name	Address	Products
THE PUNJAB STATE CO-OP SUPPLY & MARKETING FED. LTD	MARKFED HOUSE, PLOT NO. 4, SEC.-35B,,CHANDIGARH,CHANDIGARH,PIN:160022, TELEPHONE: 2611267, MOBILE:9463963433, EMAIL:markfedexports@rediffmail.com	Sarson-ka-Saag and other ready-to-eat processed foods, Mustard Oil, Refined Oil, Whole Wheat Flour, Pickles, Murabbas.
STC INDIA PVT.LTD.	A-505,WESTERN EDGE II,WESTERN EXPRESS HIGHWAY,BORIVALI EAST,,MUMBAI,MAHARASHTRA,PIN:400066, TELEPHONE: 40652652, MOBILE :9870504401, EMAIL:exports@chandanmukhwas.com	MOUTH FRESHENERS, DIGESTIVES, CONFECTIONERIES, SNACKS & SUPERFOODS.
ESS PEE QUALITY PRODUCTS	PLOT NO. 837 SECTOR 82 JLPL INDUSTRIAL AREA,MOHALI,PUNJAB,PIN:160003, TELEPHONE: 2970837 MOBILE :9041495989, EMAIL:spsingh@beeshoney.in	HONEY,FRUIT JAM AND VEG PICKLES,COOKIES AND BISCUITS
TRETA AGRO PRIVATE LIMITED	C/O, TIRISH AGARWAL MOH ALLI KHAN,KASHIPUR,UTTARAKHAND,PIN:244713, TELEPHONE: 4368855, MOBILE:8800798585, EMAIL:pankaj@justorganik.com	Organic Pulses, Organic Spices, Organic Tea, Organic Sweetners, Organic Ghee, Organic Dry Fruits, Organic Flours, Organic Cereals, Organic Superfood, Organic Herbs, Organic Seeds etc. and Organic Ready
ITREAT GROCERS LLP	1ST FLOOR, D BLOCK 276, SITARAM SADAN, SHAMALDAS GANDHI MARG, OPP PARSI DAIRY ,MUMBAI,MAHARASHTRA,PIN:400002, TELEPHONE: 8879002001, MOBILE 8879002001, EMAIL:raghav.itreat@gmail.com	Indian Treat Rice,Indian Treat Frozen Foods
SANKALP RECREATION PVT LTD	4TH FLOOR, SANKALP SQUARE, OPP.Â GURUKULÂ TOWER,Â DRIVE-INÂ ROAD,,AHMEDABAD,GUJARAT, PIN:380052, TELEPHONE: 27499200, MOBILE :9925016968, EMAIL:coordinator@sankalponline.com	Frozen foods

Y COOK INDIA PRIVATE LIMITED	304 BOCK A, INNNOVATIVE FLORA, 203/1, THIMMIAH GARDENS, COX TOWN,BANGALORE,KARNATAKA, PIN:560005, TELEPHONE: 40903663, MOBILE :9600296002, EMAIL:swahar@ycook.in	Minimally processed Vegetables
G.D. FOODS MFG. (I) PVT LTD.	C1/119, Janak Puri, New Delhi-1100158  TELEPHONE NOR .: +91-11-4523.3333 MOBILE NO: +91-9999.121.426 E-MAIL :jkalra@tops.co.in	Pickles ,sauces , Instant Mixes Jams ,Jellys, vermicelli
Holista Tranzworld private Ltd.,	2nd Floor No.13/9, Bank Street, Kilpauk, Chennai - 600 010, India. MOBILE NO: 8939615417 E-MAIL : agrocommodity@holista.in	Coconut Milk, Virgin Coconut Oil, Coconut Water
Natural Dehydrated Vegetables Pvt. Ltd	<a href="mailto:naturaldehy.supplychain@gmail.com">MOBILE NO : +91 98252 12100</a> <a href="mailto:naturaldehy.supplychain@gmail.com">E-MAIL :naturaldehy.supplychain@gmail.com</a>	Dehydrated Onion, Dehydrated Garlic, Dehydrated Vegetables Powder, Sesame Seed Peanuts, Spices (Turmeric, Red Chili & Cumin)
<b>Participants under Common Area</b>		
Patanjali Foods		Rice and processed food products
Kejriwal Bee Care India Private Limited		Honey





## Visit of Consulate General

Shri Sandeep Chakravorty, Consul General of India visited the pavilion and discussed various issues with Indian participants for a better market access of their products in US market. He interacted with all the exporters and gave valuable suggestions. He also recorded his observation as below:

***“It is nice to see sizeable Presence of APEDA Delegation at Fancy Food 2018, perhaps the most important food show in the world of Indian cuisine have to conquer World palates, we need to have strong presence in such fairs. Indian cuisine with its diverse offering can really meet the dietary and nutritional needs of not only the Diaspora but also Americans. I wish APEDA all the best.”***





The following officers were present at the show:

1. Mr. Tarun Bajaj , General Manager, APEDA
2. Mr. Sandeep Verma , Ministry of Commerce & Industry
3. Mrs. Rekha Mehta, Assistant General Manager, APEDA



### **Food sampling & Tasting campaign :**

Bringing out India's true flavour, arrangements were made for promoting Indian Basmati Rice through an exclusive wet sampling. An Indian restaurant was engaged for preparing both vegetarian and non-vegetarian Biryani which was served to the visitors during the event. The visitors appreciated the Aroma and taste of Indian Basmati Rice. In addition sampling was also done by individual exporters for snack foods, confectionery, mouth fresheners and ready to eat products such as Samosa, Rasmalai, Veg. Kebab, Idly etc.





## **Feedback**

APEDA Pavilion was at far end almost in a isolated area and the Indian pavilion was not attractive as compared to other small countries. APEDA booth was not provided with basic amenities like even bare minimum items like tables, chairs. Exporters were complaining about the poor branding of Indian pavilion and average look of stalls. This was because ITPO contractor could not complete the work properly. Hence, it is recommended that APEDA should design and construct pavilion directly and not through ITPO.

## **Recommendations:**

1. All the Indian exporters who participate in this event should participate under one umbrella for better branding of the country and effective showcasing the strength of Indian products.
2. Advance planning and sufficient amount needs to be spent on publicity.
3. The approval of Government must be taken atleast 3 to 4 months before the Show for such prestigious events for enabling to achieve optimum benefit out of the exhibition and also overall effective participation of APEDA.
4. Sufficient amount of publicity needs to be done about the participation of India
5. Space needs to be increased.
6. Participation should be followed up with promotion programmes in retail outlets with support of Indian Embassy.
7. ITPO should negotiate with the organizer or better location of Indian pavilion.
8. This year, India Pavilion was not ready in time and not as per design. All efforts be done so that such thing do not repeat.



### Trade enquiries generated during the event:

S.No.	Importer Name & Address	Products
1	Mr. Ali Shayesteh Managing Director President M/s. Tootsi Impex Inc. 8800 Henri Bourassa West, Montreal (QC), H4S IP4, Canada Toll free:1888505-7028 Fax: 514-387-9314 +1 (514)381-9790#117 Email :ashayesteh@tootsi.com	Organic products of India
2	Mr. Mohan Shah, Chairman M/s. Vedica organic 502 park Avenue#7E, New York NY 10022, (USA) USA-+9172134425 Ind-+919820198486 Email: <a href="mailto:mshah@vedicaroganics.com">mshah@vedicaroganics.com</a> ; <a href="http://www.vedicaorganics.com">www.vedicaorganics.com</a> www. mohanshah.com	Organic food products
3	Mr. Mark Mazzella Director of sales M/s. Just Quality international foods Uoffice:408 Main street, suite 204 Chester ,NJ 07930 USA <a href="mailto:mmazzella@jqintrnational.com">Email:mmazzella@jqintrnational.com</a>	Mongo frozen Okra
4	Mr. Malika Chopra M/s .Sattvic Whole Foods New Brinswick NJ 08901 USA 1-888-sattvic www. sattvicwholefoods.com	Frozen food snacks, Rice and organic products
5	Mr. Helena Wu Gerente General M/s. Optimroll Av.del Recreo No 135 Col. Los Reyes Deleg. Lztacalco, Distrito Federal CO 15540, Mexico Tel: +52(55)55793575/68404190 Mob: (55)34279950 Email: helenawu@optimroll.com	Frozen, Snacks items

6	<p>Mr. Pathan Gopal  Director  M/s. Bombay grill House  769 9<sup>TH</sup> Avenuye New York, NY 10019  <a href="tel:212-977-1010">Tel:212-977-1010</a>, call-646-732-2961  Fax: 212-977-1090  Email:bombaygrillhousesenyc@gmail.com</p>	Basmati Rice
7	<p>Mr. Marc Pavlofsky  Program District sales  M/s. Premier Produce one  3882 Agler road Columbus, Oh 43219  855.476.7761  Email: mpaviofaky@premierproduceone.com</p>	Herbals, Organic products & spices
8	<p>Mr. Vinay Punj,  Vice President  M/s. Indus source inc  India orrice Kosi Exports Pvt ltd  Pooja complex #30222 veer savarkar Blick  shaker pur nd 110092</p> <p><u>New York Office</u>  30-05 74<sup>TH</sup> St. 3<sup>RD</sup> Floor Jackoin  Heights, New York 11372  Email: <a href="mailto:Indussourceinc@gmail.com">Indussourceinc@gmail.com</a>  Ph:718-426-4661, Fax:718-233-2525</p>	Rice
9	<p>Mr. Ankita Sharma  Chief executive officer  M/s. Global Belly  <a href="tel:4123166453">Tel:4123166453</a>  Email: <a href="mailto:ankita@globalbelly.com">ankita@globalbelly.com</a></p>	Ready to cook Ready to service products spices Organic Rice & spices
10	<p>Mr. Raj Yadav  President  M/s .Dharma foods  East coast office 14 west Dr Edison. NJ 08820  West Coast office 3470 Andrews DR,#308  Pleasanton,CA 94588  Tel :(650)516.Ravi  Call: (650) 7505499  Email:raj@dharmafoods.com</p>	Rice

11	<p>Mr. Sanjay Chawla          Founder &amp; CEO          M/s. Reshmi' Group, Inc.          1120Andover Park East          Tukwila, WA 98188          Tel:( 206-575-0050)/ Mob:253021707166          Fax: 866-935-3247          Email:sanjay@reshmisgroup.com</p>	Rice, Spices, Pulses, Snacks foods
12	<p>Ms. Anjuli Manche          Director of Partnerships          M/s. Sudden coffee          (+1)5109265189          Email: <a href="mailto:anjuli@suddencoffee.com">anjuli@suddencoffee.com</a></p>	coffee
13	<p>Mr. Raj Makkad          Vice President - Operations          M/s. Nature's Finest Food Inc          4800 Hampden lane,          Suite200 Bethesda, MD 208174          (301) 263-6260 Call: (714) 600-9292          Email : raj@naresfinestfood.com</p>	Rice Basmati
14	<p>Mr. Pradeep Agarwal          Director          M/s. INDIA FOODS.          Call USA(718)4074163          Mexico:+52 1 9982793952          Email:ap2691@yahoo.com</p>	Indian food products
15	<p>Mr. Vir Satyan          Supplier Success Director          M/s. ReageMe          665 3<sup>RD</sup> Street, Suite425          San Francisco,CA 94107          Tel:(628)2209980          Email : <a href="mailto:vir.satyan@rangeme.com">vir.satyan@rangeme.com</a></p>	Distributor of Indian food products