

Scottish Grocer feature synopsis

March 2018 edition

Bread and bakery feature

Editorial contact for this feature is

John McNee john.mcnee@peeblesmedia.com 0141 567 6032

Deadline for editorial submission **Monday 29 January, 2018**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

General market trends and influences:

What do you see as key trends in the current Bread and Bakery market, especially those that are likely to affect the convenience retailing channel?

For example:

How do you see the current position on pricing and promotion of bakery products? What influence are health issues having on bread and bakery? What is being done to reinvigorate the relationship between consumers and wrapped bread, particularly in-store?

How are sandwich alternatives doing and in what ways is that market diversifying? Similarly, what's new in bakery?

Innovation:

What do you see as some of the most important innovations generally in Bread and Bakery? Have you been involved in innovations, product launches or developments and/or packaging developments in the last year? Do you have any developments planned for the coming year?

Marketing and promotional activity:

Have you been involved in advertising or other consumer marketing activity and promotions on your Bread and Bakery brands in the last year? Have you any such activities planned for this year?

C-store activity and advice:

There has been speculation that consumers have become bored with standard bread fixtures. What can retailers do to reawaken their interest? What do you see as the current position of Bread and Bakery in general, and your brands and products in particular, in c-stores? What are your top c-store merchandising tips?