

Scottish Grocer feature synopsis

March 2018 edition

Chocolate feature

Editorial contact for this feature is

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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's 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 chocolate market, especially those that are likely to affect the convenience retailing channel?

For example, is the market in value and or volume growth? Do you have any Scottish market figures?

Which styles, types, sizes and packs of chocolate do you see as doing best at present, especially in convenience outlets, and why do you think that is?

Do Scottish consumers show any specific preferences in the chocolate market that marks them out from others in the UK?

Sugar and general health issues have attracted considerable media coverage recently, are you doing anything to reformulate your chocolate recipes or to emphasise the health credentials of your products?

Innovation:

What do you see as some of the most important innovations generally in chocolate?

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 chocolate brands in the last year?

C-store activity and advice:

What do you see as the current position of chocolate in general, and your brands and products in particular, in c-stores? What are your top c-store merchandising tips?