

Scottish Grocer feature synopsis

March 2018 edition

Food to go and snacking 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 food-to-go market, especially those that are likely to affect the convenience retailing channel?

For example:

Our snacking products features will cover crisps, snacks and nuts, meat product snacks, plus quick, hot snacks (sold through c-stores with hot food-to-go counters and/or microwave stations) as well as all other hand-held, ready-to-eat snacks.

How important do you think food to go is to c-store retailers? Which types and styles of food to go do you think of as especially important and why? Which of your own products offer particularly strong opportunities to c-stores and why?

What can c-store retailers consider to take food to go to the next level? How can they set themselves apart from the competition?

Innovation:

What do you see as some of the most important innovations generally in snacking products? 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 snacking products brands in the last year?

C-store activity and advice:

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